

**West Asheville Business Association
Scrapbook**

1950 - 1960

J. L. LAWRENCE
124 Logan Ave.
Asheville, N. C.

TELEPHONE 3-1753

LAWRENCE REALTY COMPANY

BUSINESS - RESIDENTIAL - FARMS

SALES AND RENTALS

223 HAYWOOD ROAD
ASHEVILLE, N. C.

Dear Business Friend:

What do you think of organizing a Business Club in West Asheville? Do you feel as I do, that if we had such an organization that we could accomplish a great deal in civic improvements and otherwise?

We have over 200 businesses in this section of our city and after talking to quite a number of our business people (both men and women) I feel sure there are sufficient numbers to sponsor and organize such a club.

I would appreciate a letter, card or telephone call expressing yourself on this question.

When we have heard from a goodly number of the business people of West Asheville who favor such an organization, we will call a meeting and proceed to organize.

Sincerely,

JLL/g

ROLL OF WEST ASHEVILLE BUSINESS ASSOCIATION

1. R. C. Andrews	Andrews Plumbing Co., Bear Creek Road
2. Harry T. Atkins	Atkins-Harper Lbr. Co., 332 Haywood Rd.
3. Nelson Austin	Frank Austin Co., 442 Haywood Rd.
4. R. H. Ballard	Ballard's Trucking Co., 193 Penna. Ave.
5. Frank Barnard	Cash Coal Co., 1668 Haywood Rd.
6. B. A. Barosse	Ice Service, Inc., 662 Haywood Rd.
7. Clyde Bennett	Bennett & Palmett, 387 Haywood Rd.
8. Mrs. Gwendolyn E. Bordner	Cobble's Dept. Store, 717 Haywood Rd.
9. H. P. Bradley	Banner Cafe, 745 Haywood Rd.
10. J. T. Campbell	A&P Super Market, 609 Haywood Rd.
11. Mrs. Helen Cashion	Atkins-Harper Lbr. Co., 332 Haywood Rd.
12. W. F. Casteel	French's Variety Store, 775 Haywood Rd.
13. Mrs. Wm. F. Casteel	French's Variety Store, 775 Haywood Rd.
14. C. W. Chapman	First Natl. Bank & Tr. Co., 700 Haywood Rd.
15. J. W. Cobble	Cobble's Dept. Store, 717 Haywood Rd.
16. Jack Cole	First Natl. Bank & Tr. Co., 700 Haywood Rd.
17. C. L. Cowan	Cowan Motor Service, 050 Haywood Rd.
18. Spears Crompton	Crompton's Shoe Shop, 744 Haywood Rd.
19. Dr. R. E. Daniels	Physician, 947 Haywood Rd.
20. Simon Demos	Demos Home & Auto Store, 701 Haywood Rd.
21. Scott Dillingham	Dillingham Enterprises, 41 Oak Park Rd.
22. J. A. Emory	Caustic Soda Trans. Co., 49 Lucerne Ave.
23. Dr. S. S. Fay	Physician, 1 Mildred Ave.
24. Francis Fishburne	Standard Designers, Inc., 723 Haywood Rd.
25. E. L. Fortune	Fortune's Paint & Hdwe. Co., 727 Haywood Rd.
26. L. A. Fortune	Fortune's Paint & Hdwe. Co., 727 Haywood Rd.
27. S. J. Fortune	Fortune's Paint & Hdwe. Co., 727 Haywood Rd.
28. Dr. Dan Foster	Palace Pharmacy, 783 Haywood Rd.
29. Mrs. C. E. Fulghum	West Ashe. Beauty Salon, 685 Haywood Rd.
30. S. C. Gardner	Gardner's Shoe Hospital, 667 Haywood Rd.
31. Robert Groce	Dunn & Groce Funeral Home, 75 Haywood Rd.
32. T. A. Groce, Sr.	Dunn & Groce Funeral Home, 75 Haywood Rd.
33. Willis H. Groce	Dunn & Groce Funeral Home, 75 Haywood Rd.
34. J. B. Hambrick	Self Service Laundry, 746 Haywood Rd.
35. J. S. Handte	Handte's Seed Store, 771 Haywood Rd.
36. Lee Harkleroad	Lee's Grocery, 752 Haywood Rd.
37. Dr. B. L. Harpe	Optometrist, 779 Haywood Rd.
38. E. P. Henson	West Asheville Barber Shop, 713 Haywood Rd.
39. W. T. Hollingsworth	Contractor, 89 Herron Ave.
40. Frank Hyatt	Hyatt Electric Co., 349 Haywood Rd.
41. C. E. Ingle	Palace Pharmacy, 783 Haywood Rd.
42. Sol C. Isaac	A & B Dept. Store, 723 Haywood Rd.
43. A. G. Jarrett, Sr.	Furniture Sales Co., 422 Haywood Rd.
44. Ben L. Jarrett, Jr.	Furniture Sales Co., 422 Haywood Rd.
45. Victor M. Jarrett	Jarrett's Greenhouses, 1702 Haywood Rd.
46. Mrs. Genevieve Johnson	C & H Grocery, 985 Haywood Rd.
47. Dan S. Judd	Judd Furn. & Supply Co., 757 Haywood Rd.
48. O. J. Judd	Judd Furn. & Supply Co., 757 Haywood Rd.
49. Clyde Kinser	Home Insulation Co., 753 Haywood Rd.
50. J. L. Lawrence	Lawrence Realty Co., 219 Haywood Rd.



PROPRIETORS AND EMPLOYEES OF A-G STORES in Asheville were guests of the Asheville Citizen-Times Company for a showing of a motion picture, "The Bettger Story," in the Citizen-Times conference room Monday night. L. Roy Philips, advertising director, spoke on "Advertising," and refreshments, representative of leading food brands in A-G Stores, were served by caterers of Battery Park Hotel. A portion of the group attending the informal session is shown in the photo. (Citizen Photo)



PROPRIETORS AND EMPLOYEES OF A-G STORES in Asheville were guests of the Asheville Citizen-Times Company for a showing of a motion picture, "The Bettger Story," in the Citizen-Times conference room Monday night. L. Roy Philips, advertising director, spoke on "Advertising," and refreshments, representative of leading food brands in A-G Stores, were served by caterers of Battery Park Hotel. A portion of the group attending the informal session is shown in the photo. (Citizen Photo)

Shoppers who are dollar wise always find their best buys in West Asheville.

E. B. ROBERTS
PRESIDENT
J. L. LAWRENCE
VICE PRESIDENT
L. A. FORTUNE
C. W. CHAPMAN
CO-SECRETARY-TREASURERS



BOARD OF DIRECTORS
JOHN B. MAY
G. A. SHIEDER
CLYDE M. BENNETT
DAN W. FOSTER
J. ROBERT GROCE

ASHEVILLE, N. C.

December 27, 1950

TO THE BUSINESS PEOPLE OF WEST ASHEVILLE:

On November 11th, sixteen people met at Mr. E. B. Roberts' office for the avowed purpose of organizing a business association for West Asheville. Mr. John Lawrence was elected temporary chairman. Various ideas regarding the type of association were discussed, and it was decided that all business and professional men and women in the West Asheville area would be invited into the association. Projects for the association suggested were a West Asheville hospital, a cafeteria, a department store, joint publicity for West Asheville merchants, holiday decorations, increased fire and police protection, and better public transportation. An organization committee was appointed to prepare a constitution and to determine amount of dues and time and place of meetings.

On November 21st, twenty-four attended the second meeting, and the report of the organizational committee was worked down into an acceptable constitution. The name "West Asheville Business Association" was officially approved. Membership dues were set at \$12.00 per year, and charter memberships will be accepted up through the first January meeting. Ed Michael, Bill Groce, Dan Judd and French Casteel were named to serve as a nominating committee for association officers, with the election to be held at the December meeting.

The third meeting of the association was held December 5th at Mr. Roberts' office. The recommendation of the nominating committee was adopted by the association, and the following officers were elected unanimously: E. B. Roberts, President; J. L. Lawrence, Vice President; L. A. Fortune and C. W. Chapman, Co-Secretary-Treasurers; John B. May, G. A. Shieder, Clyde Bennett, Dan Foster and Bob Groce, Board of Directors.

At the first meeting of the Board of Directors held Tuesday, December 12th, John May was named Chairman, and the following committees were named: Membership, Ed Michael, Arlene Young, Floyd Miller, Dan Judd and Harry Atkins; Entertainment, Jack Cole, Bill Groce, Beaman Pinner and Dr. Daniels; House, J. H. Harris. It was decided to call the first dinner meeting of the association for Tuesday, January 2nd at 7:00 P.M. in the dining room of the West Asheville Methodist Church. The ladies of the West Asheville Methodist Church have graciously agreed to serve our dinner for \$1.00 per plate.

We are mailing this report to one hundred and fifty members and prospective members of the association, and are enclosing a post-card for your reservation. If you cannot attend, you may still be a charter member by paying your dues to any member of the membership committee, or to the Secretary before next Tuesday's meeting.

Remember the time - 7:00 P.M. at the Methodist Church.

Respectfully submitted,

L. A. Fortune

L. A. Fortune, Secretary.

E. B. ROBERTS CHOSEN PRESIDENT OF W. A. BUSINESS ASSOCIATION

The West Asheville Business Association elected E. B. Roberts, West Asheville realtor, president, at its third meeting last Tuesday evening at Mr. Roberts' office, 781 Haywood Road. Other officers chosen were John L. Lawrence, of the Lawrence Realty Company, vice-president; Albert L. Fortune, of the Fortune Paint & Hardware Company, secretary-treasurer; and C. W. Chapman, of the West Asheville branch of the First National Bank, assistant secretary-treasurer.

Five members comprising the board of directors of the new organization are John B. May, of May's Market, chairman, G. A. Shieder, Clyde Bennett, Dr. Dan Foster and Robert Groce.

The president will announce his committee members at a meeting of the board of directors next Tuesday evening.

Mr. Roberts reports great enthusiasm in West Asheville since last Tuesday's gathering and indications are that at least one hundred members, listed as char-

ter members, will be signed up by the first of the year.

Women will be eligible to membership if they are engaged in business in West Asheville. Several have already joined.

Among those who gave brief talks Tuesday night were Dan Judd, Kelly Roberts, Rex Smithers, Dr. Robert B. Daniels, Floyd V. Miller, F. Jack Cole and Fred Severance.

John L. Lawrence acted as temporary chairman until President Roberts presided.

A suggestion was made that the West Asheville Business Association get in touch with the people in Jackson and Allendale Counties in South Carolina, who will soon have to move because of their homes being used for the new Government hydrogen bomb development site. It was pointed out that one industry alone employed 500 people, and that it might be induced to move to this section. Several thousand people must evacuate their homes by next March.

W. A. BUSINESS ASSOCIATION IS ORGANIZED; BY-LAWS APPROVED

The machinery for a West Asheville trade organization that envisions a membership of two hundred or more business and professional men was set in motion when by-laws and a constitution for the West Asheville Business Association were approved at the second meeting of the group Tuesday evening at the office of E. B. Roberts, realtor, 781 Haywood Road. John L. Lawrence acted as temporary chairman and Mr. Roberts read the by-laws, which were approved paragraph by paragraph. A nominating committee will propose a slate of officers at the next meeting, Tuesday evening, December 5, at 7 o'clock at the same place.

It was decided to limit membership to those carrying on business within the city limits west of the French Broad River. The main purpose of the Association is "to create a better place to live and to provide entertainment," and to "stand by and support the religious and educational institutions

of the community." Its motives are non-political and non-sectarian. All those joining the organization before next January first will be listed as charter members. Members will be elected by a two-thirds vote of the directors.

The West Asheville Business Association will comprise five elected directors and the past president of the previous year. This board will "have general management of the Association," and will meet at the call of the president. All committees named by the president are subject to approval by the directors.

The standing committees to be appointed by Mr. Lawrence follow:

Improvement Committee of five persons will recommend to the Association any proposed improvements to be made within the territory of the Association.

Publicity Committee will set before the public articles bearing upon Association activities to be composed of the assistant secretary and two other members.

Other committees will be House Committee of a single member, Entertainment Committee of six members, Membership Committee of five members, and By-Laws Committee of three members.

The annual meeting of the West Asheville Business Association will be held in November of each year. The group will hold meetings twice a month on the first and third Tuesdays of each month, at 7 o'clock.

The Association will open a forum on all public questions without allowing partisan politics to enter into the debates.

Annual dues were fixed at \$12.00.



W. A. BUSINESS ASSOCIATION HAS FIRST DINNER MEETING TUESDAY

The newly organized West Asheville Business Association will hold its first gathering under direction of the permanent officers next Tuesday evening at 7 o'clock in the dining hall of the West Asheville Methodist Church. The Association was recently formed to stimulate trade in the West Asheville area.

Since the opening of the new Smoky National Park bridge, the growing importance of West Asheville as a residential center has been indicated by the growing demand for homes and apartments in that area. The driving time between West Asheville and the main business district of the city has been cut in half by the new million dollar span. Much activity is seen along the western approach to the bridge and bulldozers are at work preparing building sites. A structure is now being erected to accommodate a real estate office, restaurant and gift shop. Several other buildings are con-

templated and they will be under construction soon.

It was pointed out by an official of the West Asheville Business Association that motorists can shop in stores west of the river without any parking worries. Many people drive considerable distances to do their shopping in West Asheville stores for this reason. Several building projects are under way to accommodate the increasing number who want to avail themselves of improved transit facilities between home and business.

Newly elected officers of the West Asheville Business Association include E. B. Roberts, president; John L. Lawrence, vice president; Albert L. Fortune, secretary-treasurer; and Charles W. Chapman, assistant secretary-treasurer. Five members comprising the board of directors include John B. May, chairman, Robert Groce, Dr. Dan Foster, Clyde Bennett and G. A. Shieder.

It would not surprise us if the new organization to boost West Asheville trade will accomplish much for that rapidly growing section of our city. The new bridge brings that community within five to eight minutes of downtown Asheville and that will mean more homes and apartment houses and consequently more business for West Asheville stores.

Shoppers who are dollar wise always find their best buys in West Asheville.

E. B. ROBERTS
PRESIDENT
J. L. LAWRENCE
VICE PRESIDENT
L. A. FORTUNE
C. W. CHAPMAN
CO-SECRETARY-TREASURERS



ASHEVILLE, N. C.

BOARD OF DIRECTORS
JOHN B. MAY
G. A. SHIEDER
CLYDE M. BENNETT
DAN W. FOSTER
J. ROBERT GROCE

January 11, 1951.

BULLETIN:

Our first dinner meeting was held Tuesday, January 2nd at the West Asheville Methodist Church, with President E. B. Roberts presiding. Vice President John Lawrence welcomed new members and visitors. Charlie Chapman reported a bank balance of \$400.86. Ed Michael reported that a total of 61 members were already on the charter roll, and acknowledged the special work that Mrs. Arlene Young had done on the Membership Committee. J. H. Parris reported for the House Committee and thanked our hostesses. John May reported the meeting of the Board of Directors held December 12th.

On motion from the floor, it was decided that the Secretary should send a letter report of each meeting to the Association membership, and also prepare returnable post-card notices for dinner meetings. On motion from Lee Harkleroad, it was decided that our second meeting of each month would be a non-supper meeting. President E. B. Roberts explained the purposes of our organization, and outlined additional plans for the future of the Association.

Jack Cole, Chairman of the Entertainment Committee, did a good job with our first program. He made us all sing, and convinced Beaman Pinner that he is a much better vocalist than druggist. The Rev. W. G. Thomas of the West Asheville Presbyterian Church was the speaker of the evening, and his remarks were concerned with the theme "What Kind of a World Are We Preparing for the Babies Born in This Generation?"⁵¹

On Monday evening, January 8th, the Board of Directors met at the office of the President for further discussion of the naming of committees. Final action was not taken, but the remainder of these will be reported at our next meeting.

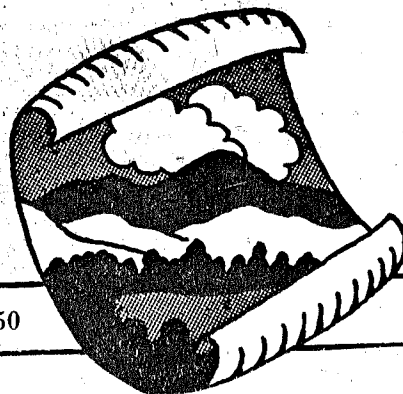
Ed Michael has asked that attention be called to the membership roll enclosed, and that every member be urged to look around at his business neighbors and if you do not see their names listed on our roll, please extend them a personal invitation to attend our next meeting, and if there are those you would like to have contacted by the committee, please notify Ed.

As this letter is written, it is impossible to determine what J. H. Parris has in mind in the way of refreshments for our next meeting, but we understand that it is something to drink and has plenty of kick.

The meeting will be held at 7:30 at Rhododendron Clubhouse, and remember, it's Tuesday, January 16th. Don't forget that it is not a dinner meeting - be sure to eat before you come.

Respectfully submitted,

L. A. Fortune, Secretary.



W. A. TRADE ASSOCIATION FORMED

LAWRENCE IS NAMED TEMPORARY CHAIRMAN OF BUSINESS GROUP

NOV. 9
1950

The West Asheville Businessmen's Association was formed at meeting Thursday, Nov. 9, at the office of E. B. Roberts, 781 Haywood Road. The purpose of this organization is to stimulate trade and to further a community spirit in the area west of the French Broad River and embraced in the city limits. There were 18 men attending.

John L. Lawrence and Albert Fortune were named temporary chairman and secretary respectively. Permanent officers will be elected at a future meeting.

It was the consensus of those present that the West Asheville Businessmen's Association should be made distinctive from that of Asheville proper, and that the merchant members should seek to promote new business within their own trading area and not detract from that of downtown Asheville.

Various projects were favored by those present, among which was a cafeteria or other eating place on the order of the S & W Cafeteria is needed in West Asheville. There is no place in that area outside of the churches to accommodate groups of citizens at luncheons or dinner gatherings. It was also brought out in the discussion that a store to sell men's and women's ready to wear clothing comparable with similar large firms over town would be a real asset to West Asheville.

A motion submitted by John May and carrying unanimously gave the chairman power to name a committee to draw up a con-

stitution and by-laws as the situation warrants. An invitation is extended to all West Asheville business and professional men having offices in that area to attend the the next meeting of the new organization to be held Tuesday evening, November 21 at 7:30 o'clock at the office of E. B. Roberts, 701 Haywood Road.

Among those attending the initial meeting of the West Asheville Businessmen's Association were William Groce, Junior Ball, Bert Starnes, John May, Troy D. White, E. B. Roberts, W. F. Casteel, Fred Severance, Dan Judd, Paul Nichols, A. C. Weddle, Clyde D. Scruggs, John L. Lawrence, Rex Smathers, Edison Joyner, Floyd Miller, L. Albert Fortune and Clyde Bennett.

It has been recognized for some time that an organization to stimulate trade was needed in West Asheville. Opening of the new Smoky Park Highway bridge has emphasized that fact. This latest improvement will tend to increase the population of West Asheville. Some realty developments and housing projects are already benefiting from the demand for property located within a few minutes of downtown Asheville, and more such projects will follow in due course. It is estimated that fully one third of Asheville's 58,000 inhabitants reside in West Asheville proper, and that particular zone is considered the most rapidly expanding section of Asheville. Demands for business and residential properties in West Asheville is reported brisk.

W. A. BUSINESS ASSOCIATION HOLDS DINNER AT W.A. METHODIST CHURCH

1/5/51

The West Asheville Business Association held its initial dinner meeting since organizing, several weeks ago, last Tuesday evening in the diningroom of the West Asheville Methodist Church with E. B. Roberts presiding. At the main table with Mr. Roberts were seated the other newly elected officers of the Association which included John L. Lawrence, vice-president; Albert L. Fortune, secretary-treasurer; and Charles Chapman, assistant secretary-treasurer. The board of directors include John May, chairman, G. A. Shieder, Robert Groce, Dr. Dan Foster and Clyde Bennett.

Guests were welcomed by Mr. Lawrence, who gave a bright picture regarding the future of West Asheville. He said that he had been living in that section of the city since 1911. It was his opinion that more people would shop in West Asheville, due to the new bridge. He estimated that there are now at least 200 business firms west of the French Broad River within the city limits.

There were 55 paid memberships reported to date with a num-

ber of others signing up during the evening. All those joining up to and during the dinner meeting will be considered as charter members. Reports were heard from Ed Michaels, and J. H. Parris, of the membership and house committees.

The speaker of the evening was the Rev. W. G. Thomas, pastor of the West Asheville Presbyterian Church. Jack Cole was program chairman.

E. B. Roberts traced West Asheville's growth and predicted that the time will come when that area will be larger than that part of Asheville east of the river. He said that people had been lax in fostering new business in West Asheville, but that in the future his organization would do everything in its power to attract new firms.

The church women preparing and serving the dinner were in charge of Mrs. J. N. Arthur, Sr. The others included Mrs. Leo Bagwell, Mrs. Charles W. Byerley, Mrs. George Prescott, Mrs. F. J. Harrison, Mrs. J. P. Stackhouse, Mrs. J. H. Edmondson and Mrs. G. M. Lookabill.

WA BUSINESS GROUP NAMES 1951 COMMITTEES

(4)

Election of four committees and a panel discussion on "The Needs of West Asheville" featured a meeting of the West Asheville Business Association last night in Rhododendron Park Clubhouse.

Named to the membership committee were Ed Michael, chairman; Mrs. Arlene Young, Floyd Miller, Dan Judd and Harry Atkins.

Elected to the improvement and promotion committee were S. J. Fortune, chairman; A. C. Weddle, W. S. Casteel, the Rev. T. A. Groce and Dr. J. W. Mahoney.

Named to the entertainment committee were Jack Cole, chairman; Willis Groce, Dr. R. E. Daniels, Mrs. C. E. Fulghum, Victor Jarrett and Troy White.

J. H. Parris was named chairman of the house committee.

The 1951 March of Dimes campaign, now underway, was discussed by Leon Rocamora, who pointed out that 50 per cent of all the funds collected in the campaign would remain in Buncombe County.

A social hour was held following the business session.



NEW EMBLEM—This is the new emblem of the West Asheville Business Association, organized in December last year, to promote West Asheville as a trading center. A replica of this emblem will be posted on doors or windows of member stores. E. B. Roberts is president of the association, J. L. Lawrence, vice president; Albert Fortune and C. W. Chapman, joint secretary-treasurer. The group meets each first and third Tuesdays of each month.

Shoppers who are dollar wise always find their best buys in West Asheville.

E. B. ROBERTS
PRESIDENT
L. LAWRENCE
VICE PRESIDENT
A. FORTUNE
W. CHAPMAN
CO-SECRETARY-TREASURERS



ASHEVILLE, N. C.

BOARD OF DIRECTORS
JOHN B. MAY
G. A. SHIEDER
CLYDE M. BENNETT
DAN W. FOSTER
J. ROBERT GROCE

January 18, 1951.

BULLETIN:

Our first regular non-dinner meeting was held at Rhododendron Park Clubhouse Tuesday night, January 16th, with Vice-President J. L. Lawrence presiding in the absence of President E. B. Roberts, who has gone for a ten day trip to Florida.

We had thirty members present in spite of the cold weather, and Charlie Chapman claims to have \$672.36 of the Association's money in the First National Bank.

Ed Michael's committee began the distribution of membership cards, and have asked that when you get yours, you check to be sure that you have been credited with the proper membership dues. Remember, it figures \$1.00 a month, payable quarterly or annually. Ed asks again that if you have any hot prospects for new members, that they be referred to his committee for an early call.

A good fight will help any organization, and it looks like the constitutional amendment proposed by the Board of Directors to extend the geographical limits of membership one mile west of the city limits is one. This matter has been returned to the Board for consideration of removing geographical limits entirely and admitting members on the basis of their general qualifications and interest in West Asheville rather than on the exact location of their business. If you were not present at this meeting, you are urged to notify some member of the Board of your opinion, so that when the matter is re-discussed at the next meeting, your feelings may be heard about.

The second proposal for constitutional amendment, "That we dispense with the second meeting of each month, and schedule one dinner meeting for the first Tuesday of each month", was presented and discussed, but not quite so heatedly. This amendment will be voted on at the February 6th meeting.

Jack Cole did a swell job with the program. Leon Rocamora presented an appeal for the March of Dimes, and then Jack presided over a forum discussion of things which can be done to promote "Health, wealth, and welfare in West Asheville". There were something over twenty projects proposed and discussed and referred to the appropriate committees for further action. If you want to hear what these were and add to them, be on hand for our next meeting.

Remember, it will be a supper meeting, and the date is Tuesday, February 6th, and the place is the dining room of the West Asheville Methodist Church.

Respectfully submitted,

L. A. Fortune
L. A. Fortune, Secretary.

LAF:HB

THE THINGS I SEE AND I'AR

BY YOUR ROVING REPORTER

The flood of suggestions for a better West Asheville at the semi-monthly meeting of the West Asheville Business Association at the Rhododendron Clubhouse Tuesday evening was convincing proof that civic consciousness, dormant for the past few years in the area west of the river, is stirring again and that talk will soon resolve itself into action and that said action will get results. As one vociferous orator put it, "We can get anything we want over here, if we dangle 15,000 votes before the noses of our city commissioners." Evidently that is the bait that will make the fastest growing section of Asheville a better place to live in. Evidently the new bridge has furnished the spark plug that is animating West Asheville merchants these days. It has aroused both those who feared loss of business from the new bridge and those who see increased trade and want to prepare for it. Personally we are of the opinion that the Smoky Park bridge will give an impetus to the growth of West Asheville.

Some of our citizens of the Milque Toast variety listened to speaker Scott Dillingham with nervous trepidation as he outlined a workable plan for getting all the improvements needed for West Asheville. He brought down the Rhododendron clubhouse when he said, "If you haven't guts enough to go through with my suggestions, then go out and bring in some more guts." Scott thoroughly believes that a steaming dish containing several thousand determined voters will whet the appetite of the boys at the city hall and then watch Santa Claus in action! A spring municipal election campaign is in the offing, you know.

W.A. Business Association
Program - Jan. 16th

J.L. Lawrence - Presiding

Roll call by Secretary
Minutes of last meeting
Report of Membership Comm.
Old or unfinished business
New business

Report of Executive Comm.
Report of Treasurer

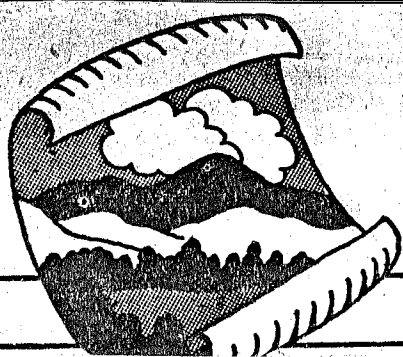
Other business
Announcements

Program by Jack Cole

Talk by Mr. Rocamora on
March of Dimes

Open Forum on "What I
would like to see in West
Asheville."

Adjourn



W.A. SEEKS MORE CITY ADVANTAGES

BUSINESS ORGANIZATION STRESSES MORE POLICE, FIRE PROTECTION

More adequate fire and police protection, a community center, a storage water reservoir, a branch of the public library and more recreational facilities for young folks are some of the objectives of the newly organized West Asheville Business Association discussed at a meeting Tuesday evening at the Rhododendron clubhouse. An effective approach to these improvements was suggested by Scott Dillingham. He said that the lure of 15,000 votes from West Asheville would spur the city commissioners to action, especially with a municipal election approaching.

John Lawrence presided over the gathering in absence of President E. B. Roberts. Jack Cole, the program chairman, drew a number of worthwhile suggestions from the members.

"What we need in West Asheville," Robert Groce said, "is a community center for civic meetings, eating, bowling, picture shows and YMCA facilities for boys. We also need a new fire and police headquarters where men don't have to go over town to put on their uniforms. A library is also a necessity."

Jack Fortune favored more water sports at the Malvern Hills swimming pool with an orchestra and dances twice a week for teenagers.

Troy White called attention to the fact that the only way to get city water in West Asheville is through pipes over Carrier bridge. "Our community would be at the mercy of the world if our water mains were bombed," he said.

Lee Harkleroad declared that West Asheville should have a bigger voice in our city government. Victor Jarrett favors a traffic circle at Johnson Boulevard.

Albert Fortune called attention to the fact that the White Transportation Company contemplates changing the bus routes to conform with the new Smoky National Park bridge and suggested that the West Asheville Business Association send a delegation to talk things over with the company.

"This organization ought to have something to say about it," he said. Mrs. Arlene Young seconded the suggestion for a community center in West Asheville, adding that a

lot of work should be done on streets, some of which are in bad condition.

Frank Hyatt declared that West Asheville "has been treated as a stepchild."

Then came the loudest detonation in the meeting from Scott Dillingham, who sat down with the lion's share of the applause. He said, "The key to the situation is that our club must band together and speak with authority. Fear and respect must be won from our city fathers. This should be effective with a municipal election coming up soon. Begin now to groom the men you want to represent you on the city council at the next election. The boys at the city hall have a mental ledger and charge every thought and action to your account. They know when your account is overdrawn. Let's speak out. We should say to them, 'We want this street paved and we will trade with you.' If you don't have enough guts to carry this through, then go out and get some more."

Ralph Miller favored a schedule of talks over the radio to acquaint people with the West Asheville Business Association program.

J. H. Parris, as head of the House Committee, served refreshments.

The West Asheville Business Association now has 92 members as follows:

R. C. Andrews, Andrews Plumbing Co., Bear Creek Road.

Harry T. Atkins, Atkins Harper Lbr. Co., 332 Haywood Road.

Nelson Austin, Frank Austin Co., 442 Haywood Road.

R. H. Ballard, Ballard's Trucking Co., 193 Penn. Ave.

Frank Barnard, Cash Coal Co., 1668 Haywood Rd.

B. A. Barosse, Ice Service, Inc., 662 Haywood Road.

Clyde Bennett, Bennett & Felmet, 387 Haywood Rd.

Mrs. Gwendolyn E. Bordner, Cobble's Dept. Store, 717 Haywood Road.

H. P. Bradley, Banner Cafe, 745 Haywood Rd.

J. T. Campbell, A&P Super Market, 609 Haywood Rd.

Mrs. Helen Cashion, Atkins-Harper Lbr. Co., 332 Haywood Rd.

(Continued on Back Page)

W. F. Casteel, French's Variety Store, 775 Haywood Rd.

Mrs. Wm. F. Casteel, French's Variety Store, 775 Haywood Rd.

C. W. Chapman, First National Bank & Trust Co., 700 Haywood Road.

J. W. Cobble, Cobble's Dept. Store, 717 Haywood Rd.

Jack Cole, First National Bank and Trust Co., 700 Haywood Road.

C. L. Cowan, Cowan Motor Service, 1050 Haywood Road.

Spears Crompton, Crompton's Shoe Shop, 744 Haywood Rd.

Dr. R. E. Daniels, Physician, 947 Haywood Rd.

Simon Demos, Demos Home & Auto Store, 701 Haywood Rd.

Scott Dillingham, Dillingham Enterprises, 41 Oak Park Rd.

J. A. Emory, Caustic Soda Trans. Co., 49 Lucerne Ave.

Dr. S. S. Fay, Physician, 1 Mildred Ave.

Francis Fishburne, Standard Designers, Inc., 723 Haywood Rd.

E. L. Fortune, Fortune's Paint & Hdwe. Co., 727 Haywood Rd.

L. A. Fortune, Fortune's Paint & Hdwe. Co., 727 Haywood Rd.

S. J. Fortune, Fortune's Paint & Hdwe. Co., 727 Haywood Rd.

Dr. Dan Foster, Palace Pharmacy, 783 Haywood Rd.

Mrs. C. E. Fulghum, West Asheville Beauty Salon, 689 Haywood Road.

S. C. Gardner, Gardner's Shoe Hospital, 667 Haywood Rd.

Robert Groce, Dunn & Groce Funeral Home, 750 Haywood Rd.

T. A. Groce, Sr., Dunn & Groce Funeral Home, 750 Haywood Rd.

Willis H. Groce, Dunn & Groce Funeral Home, 750 Haywood Rd.

J. B. Hambrick, Self Service Laundry, 746 Haywood Rd.

J. S. Handte, Handte's Seed Store, 771 Haywood Rd.

Lee Harkleroad, Lee's Grocery, 752 Haywood Rd.

Dr. B. L. Harpe, Optometrist, 770 Haywood Rd.

E. P. Henson, West Asheville Barber Shop, 713 Haywood Rd.

W. T. Hollingsworth, Contractor, 89 Herron Ave.

Frank Hyatt, Hyatt Electric Co., 349 Haywood Rd.

C. E. Ingle, Palace Pharmacy, 783 Haywood Rd.

Sol C. Isaac, A & B Dept. Store, 723 Haywood Rd.

A. G. Jarrett, Sr., Furniture Sales Co., 422 Haywood Rd.

Ben L. Jarrett, Jr., Furniture Sales Co., 422 Haywood Rd.

Victor M. Jarrett, Jarrett's

Greenhouses, 1702 Haywood Rd.

Mrs. Genevieve Johnson, C & H Grocery, 985 Haywood Rd.

Dan S. Judd, Judd Furniture & Supply Co., 575 Haywood Rd.

O. J. Judd, Judd Furniture & Supply Co., 757 Haywood Rd.

Clyde Kinser, Home Insulation Co., 753 Haywood Rd.

J. L. Lawrence, Lawrence Realty Co., 219 Haywood Rd.

Dr. J. W. Mahoney, Physician, 20 Sand Hill Rd.

James Maney, One-Stop Grocery, 819 Haywood Rd.

John B. May, May's Market, 747 Haywood Rd.

G. G. McCulloch, Dickson Cont. Co., 115 Belmont Ave.

Rev. James B. McLarty, West Asheville Meth. Church, 587 Haywood Road.

W. E. Michael, Jr., Cobble's Dept. Store, 717 Haywood Rd.

Floyd Miller, Haywood Feed Store, 505 Haywood Rd.

E. C. Moody, Moody's Jewelers, 721 Haywood Rd.

Lewis M. Moseley, Moseley's Shoe Shop, 715 Haywood Rd.

Paul A. Nichols, Home Furn. Co., 797 Haywood Rd.

J. H. Parris, Contractor, 11 Maple Crescent.

C. O. Perkinson, Rose's 5c & 10c Store, 707 Haywood Rd.

B. L. Pinner, Pinner's Drug Store, 619 Haywood Rd.

J. T. Rice, Anders-Rice Funeral Home, 521 Haywood Rd.

William Rice, Standard Designers, Inc., 728 Haywood Rd.

E. B. Roberts, Realtor, 781 Haywood Road.

George Rogers, West Asheville Feed Store, 403 Haywood Rd.

J. D. Ross, Jeweler, 723 Haywood Road.

Don Russell, Friendly Grocery, 503 Haywood Rd.

Fred Severance, The Asheville News, 440 Haywood Rd.

Dr. G. S. Sheider Carolina Pharmacy, 287 Haywood Rd.

Charles T. Sisk, Malvern Hills Drug Store, 1288 Haywood Rd.

G. R. Sluder, Palace Service Station, 785 Haywood Rd.

Rex Smathers, Smathers Real Estate Co., 940 Haywood Rd.

Homer Smith, Esso Service Station, 760 Haywood Rd.

Jarman Steedley, Model Barber Shop, 737 Haywood Rd.

H. B. Stroup, Stroup Sheet Metal Co., 185 Dorchester Ave.

M. L. Wade, Wade's Radio Service, 610 Haywood Rd.

Jack Wall, Blue Ridge Ser. Station, 1417 Haywood Rd.

Dr. Louis C. Waller, Physician, 1055 Haywood Rd.

Walter A. Ward, Ward Printing Co., 440 Haywood Rd.

John Warner, Ideal Fruit Store, 725 Haywood Rd.

A. C. Weddle, Home Furniture Co., 797 Haywood Rd.

Troy E. White, Midway Cleaners, 528 Haywood Rd.

W. B. Williams, Home Sec. Life Ins. Co., 37 Lucerne Ave.

Mrs. J. T. Wood, West Asheville Flower Shop, 792 1/2 Haywood Rd.

Mrs. Arlene Young, Lottie Lee Beauty Shop, 728 1/2 Haywood Rd.

Joe H. Young, Dixie Home Stores, 669 Haywood Rd.

Walter I. Abernathy, Zephyr Hills Sanitarium, 216 Shelburne Road.

W. R. Bennett, Bennett's Sodas, 472 Haywood Rd.

Fred Russell, Wachovia Bank & Tr. Co. School Rd.

THE NEWS PERSONALITY OF THE WEEK



LAWRENCE ALBERT FORTUNE

As income tax time approaches, there is at least one young businessman in West Asheville who can understand both sides of this highly controversial question — the giving as well as the receiving end. We do not know why the "infernal" revenue department had an appeal for Lawrence Albert Fortune back in 1942 as a deputy collector with the Charlotte office. Perhaps as a future career as a hardware store operator, he wanted to discover how the lamb could outwit the wolf in the never ending struggle to keep Uncle Sam from getting about everything but your shirt. Today, as a wide awake businessman, a director of the Asheville Chamber of Commerce and secretary of the West Asheville Business Association, Albert, or "Prince" Albert, as he is known to his more intimate friends, does not regret the nefarious role he played as a deputy tax collector, despite the pangs that painful operation cost the long suffering taxpayer. Now, Albert is on the other end and a wry grin illumines his countenance when reference is made to those young and thoughtless moments of long ago as a deputy income tax collector.

Lawrence Albert Fortune, likeable son of Mr. and Mrs. Stonewall Jackson Fortune, is fortunate both in his background and foreground. He is one of Uncle Sam's millions of boys who played their heroic part in world war II for freedom.

The United States will ever go forward as long as the spirit that motivated our jack tars and army lads burns in their hearts. It is the force that made America what she is.

Albert, as he is best known among his many friends was born in Old Fort, October 1, 1915, and is now 35 years old. His early youth followed the pattern of most of our mountain bred boys. He looked Nature in the face on long hikes to neighboring peaks, on fishing trips and occasional hunting expeditions for birds and squirrels. Some one has said that Nature, if given free range, will teach a boy lessons that do not fade in later years.

Albert came to Asheville in time to attend David Millard Junior High and Lee Edwards High School before Lee Edwards died and while the latter institution was known as Asheville High School. He finished his course at Biltmore College in 1934 and then entered Houghton College, midway between Buffalo and Rochester, N. Y., with education as his specialty.

Perhaps the war knocked some of the classroom mannerisms out of Albert's bearing for the last thing in the world he resembles is a school teacher, although he taught mathematics in the public school systems of Onslow County and Haw Creek for three years, not to mention a like period spent at Greensboro.

At this point we should mention the fact that Dan cupid was busy. The romance was launched after meeting Miss Lena Abernethy Hendley of Granite Falls, N. C., while pursuing a year of post graduate work at Chapel Hill, in 1940. Miss Abernethy may have had visions of a career — music art, or otherwise — while studying at the University of North Carolina, but Albert was not long in convincing her that any of these goals apart from a love nest of their own really didn't make sense, and so the two were married in August, 1940.

Mathematics fascinated Albert and in 1942 an opportunity arrived for him to give his favorite subject full play through a connection with the Internal Revenue Department in Charlotte as a deputy collector. Albert had to tackle income and employment taxes. "I had to study the income tax law for a full year before knowing anything about it," he

told the writer. No wonder that we poor dullards, who begin a frantic "cramming" the second week in March, can't comprehend the blooming thing!

"Internal revenue agents are specialists in their field," Albert reminded us. Of course, we reasoned, they must be specialists, be

cause we common folks don't know the why or wherefore of it, except that Uncle Sam is out for as large a slice of kale as he can get.

At this point, the future hardware and paint "specialist" philosophized for a moment. "A great campaign is now under way to increase teachers' salaries," he said. "People who teach for the glory of humanity get hungry after a while. That is the definite reason why I stopped teaching."

"However," he went on, "a private business is more desirable than working for the government. Opportunities are generally greater for advancement and, you know, there is no ceiling on advancement."

During the earlier years of Lawrence Albert Fortune's married life, the world war was getting closer to our own shores. Two years after Pearl Harbor, while living in Charlotte, he was commissioned in the Navy as an ensign. He attended an indoctrination school of four months' duration at Cornell University and then continued his training for destroyer duty at the Norfolk, Va., Naval Training Station.

We have heard that Western North Carolina has had more sons in the Navy than many parts of the country. Perhaps there is something about the ocean that reminds them of their native Mountain. We have noted that the orange hued skyline in the Pisgah range reminds us of ocean waves at sunset, as the darkening shadows advance with the receding sun. It is one of those similarities in contrasts that one occasionally runs into.

We have talked to many Western North Carolina tars who gained their sea legs eventually, but the process was slow and long suffering mal-de-mer. Albert did not tell us about being seasick at the outset, but with navy directness he said he "went to sea" on the U. S. destroyer Lewis Hancock. He boarded her at Pearl Harbor and served successively with the Third and Fifth fleet in carrier task forces 38 and 58. We learned that the first diget (or

figure) of a task force number is the same as that of the fleet number.

Albert didn't have any nerve-racking war experiences, and was a bit disappointed that he couldn't throw some hand grenades into a nest of pesky Japs or walk off with one of those impressive ancestral swords you read about. Probably the highlight of the war experiences of Albert's wife was the birth of their son, Larry Fortune, who first saw the light of day in February, 1944, in Charlotte. The heir apparent did not behold his father for the first time until he was nearly two years old.

At any rate, Lawrence Albert Fortune's boat picked up a couple of Japs from among several hundred who preferred drowning to giving themselves up. This episode occurred in the second battle of the Philippine Sea on San Bernardino strait, just preceding the historic landing on Leyte. Albert's fleet then was striking at Formosa with carrier planes. Those were indeed stirring days as our colors began their MORE MORE MORE MORE comeback over the Philippines.

An experience that the West Asheville naval ensign will remember was a hectic day in December, 1944, when his ship struck a typhoon. Their location was due south of Iwo Jima, where three American destroyers went down in the tropical storm. The typhoon's center eye missed the U. S. S. Lewis Hancock by only 20 miles. Albert admitted that he was "more scared after it was over" than during the blow. The wind reached a velocity of 150 miles per hour, which is a record for even a Florida hurricane. He declared that the huge waves looked like Mount Pisgah as they towered above his vessel that floated before the blast like an egg shell. U. S. carriers hunted for survivors from the ships that went down, but only 35 sailors from the three ill fated destroyers were picked up.

It was with deep relief and eager desire to see his wife and son that Albert said good bye to the Navy at San Diego, Calif. He was assigned to a couple of months of shore duty at Charlotte, N. C., and reached his family roof-tree in January, 1946. We almost forgot to mention that the subject of this sketch was in the Navy Communications Department in 1943, when he was promoted to Junior Grade.

When the West Asheville News reporter accosted Lawrence Albert Fortune in what was then called the Ideal Paint and Hardware Company at 727 Haywood Road, he spotted the man in question in the "crow's nest" on the top most shelf amid paint cans and hardware of sorts. We wondered if he wasn't thinking of those war days on the rolling deep and had his legs braced for a sudden roll of the ship.

Albert's hardware selling experience dates back to 1946 when he went in with his father, S. J. Fortune, in directing an expanding business. We say "expanding" advisedly, because the store now has an outlet on Dunwell avenue just around the corner from Haywood road.

Fortune Paint and Hardware Company, as the firm is known today, is expected to take over the corner premises for a bigger

February 3, 1951.

B U L L E T I N

STANDING COMMITTEES OF THE ASSOCIATION AS APPOINTED BY
THE PRESIDENT AND APPROVED BY THE BOARD OF DIRECTORS
THROUGH THE BOARD OF DIRECTORS MEETING OF FEB. 2, 1951

Membership Committee

W. E. Michael, Jr.
Arlene Young
Floyd Miller
Dan Judd
H. T. Atkins

Improvement & Promotional Committee

S. J. Fortune
A. C. Weddle
W. F. Casteel
T. A. Groce, Sr.
J. W. Mahoney

Constitution & By-Laws Committee

H. T. Atkins
George Rogers
B. L. Harpe

Publicity Committee

C. W. Chapman
B. L. Pinner
Francis Fishburne

House Committee

J. H. Parris

Entertainment Committee

Jack Cole
Willis Groce
R. E. Daniels
Mrs. C. E. Fulghum
Victor Jarrett
Troy White

In each list above, the first named is Chairman
of each respective Committee.

(6)

Shoppers who are dollar wise always find their best buys in West Asheville.

E. B. ROBERTS
PRESIDENT
J. L. LAWRENCE
VICE PRESIDENT
L. A. FORTUNE
C. W. CHAPMAN
CO-SECRETARY-TREASURERS



ASHEVILLE, N. C.

BOARD OF DIRECTORS
JOHN B. MAY
G. A. SHIEDER
CLYDE M. BENNETT
DAN W. FOSTER
J. ROBERT GROCE

February 9, 1951.

BULLETIN

Our President, E. B. Roberts, was back from Florida in time for the first February dinner meeting on Tuesday night at the West Asheville Methodist Church.

There were forty-nine members present, and the Treasurer's report indicated a cash balance of \$675.59. Ed Michael introduced the following new members to the Association:

Mr. Gay Parham of Skybrook Farms
Mr. C. A. Ballard of Eugene Rankin School
Mr. Lawrence Pitman of West Asheville Cafe
Mr. O. W. Wilkerson, Contractor

Jack Fortune reported that the promotional committee were recommending the purchase of five hundred Association decals to be sold to the membership at 35¢ each or three for \$1.00. A motion was made and carried that money be appropriated for the initial purchase, and it was indicated that they would be available in five or six weeks.

The two proposed constitutional amendments, the first providing for the extension of membership limits one mile west and the second for dispensing with the second monthly meeting, were read but a vote could not be taken because of the absence of a quorum. Constitutional committee reported favorable consideration by the Board of Directors of a third amendment relieving the Assistant Secretary-Treasurer of responsibilities as Chairman of the Publicity Committee. Voting will be in order at the next meeting at which we have a quorum present. You may remember that a quorum is one-half of the membership.

J. H. Parris announced that the cost of our meals at the West Asheville Methodist Church had been raised by the W. S. C. S. to \$1.25. On motion duly passed, it was decided that we would accept this increase and hold our next dinner meeting here.

Another constitutional amendment providing for a reduction of a quorum from 50% to 30% of the registered membership was referred to the Constitution and By-Laws Committee for consideration.

The Rev. Bernard Trexler of St. Mark's Lutheran Church was introduced by Jack Cole and spoke briefly to the Association on the subject, "Brotherhood".

Our next meeting has been announced for Tuesday, Feb. 20th at Rhododendron Park Clubhouse at 7:30, and the Entertainment Committee promises even more excitement than we had at our open forum last month. You fifty-one members who were absent last Tuesday, come on down so we can have a quorum. We need to take some action on these constitutional amendments.

Respectfully submitted,

L. A. Fortune, Secretary.

LAF:HB

(7)

Shoppers who are dollar wise always find their best buys in West Asheville.

E. B. ROBERTS
PRESIDENT
J. L. LAWRENCE
VICE PRESIDENT
L. A. FORTUNE
C. W. CHAPMAN
CO-SECRETARY-TREASURERS



ASHEVILLE, N. C.

BOARD OF DIRECTORS
JOHN B. MAY
G. A. SHIEDER
CLYDE M. BENNETT
DAN W. FOSTER
J. ROBERT GROCE

February 22, 1951.

BULLETIN

Our second February meeting was held on Tuesday night at Rhododendron Clubhouse with 42 members in attendance.

A report of the Treasurer indicated a bank balance of \$684.29. Ed Michael says we now have 102 members, and indicated that his committee had done a good job on telephone notices for this meeting. However, they were a little disappointed inasmuch as we did not have a quorum present for a vote on the four constitutional amendments which are before the Association.

The order has been placed for the 4 $\frac{1}{2}$ " x 8" three color decals and delivery is promised for March 20th.

Those who were not present at this meeting missed what some have called our best program to date. The Entertainment Committee invited Captain Charles Speed of the State Highway Patrol and Mr. Weldon Weir, City Manager, and both of these gentlemen gave excellent speeches. Captain Speed vividly portrayed the problem of highway safety as it concerns us in our own community, and Mr. Weir discussed problems of the West Asheville community as they affected the government of the City.

Respectfully submitted,

L. A. Fortune, Secretary.

LAF:HB

March 6, 1951.

B U L L E T I N

OF

WEST ASHEVILLE BUSINESS ASSOCIATION

We finally got a quorum present for a settlement of all the fuss about four constitutional amendments.

The amendment having to do with extending membership limits one mile west was not approved. The amendment changing the schedule of Association meetings to one dinner meeting a month (first Tuesday) was approved. The amendment changing a quorum of the Association to 30% of the current roll was approved. The amendment relieving the Associate Secretary-Treasurer of the job as Chairman of the Publicity Committee was approved.

President Roberts announced the appointment of W. E. Michael, Jr., C. E. Ingle and Jack Cole as the Association committee to direct the Community Chest solicitation in the West Asheville area for this year.

Two resolutions were adopted by the Association. One was a recommendation to the Power Company, the Gas Company, the Telephone Company, Western Union Company and the Water Department for the establishment of a West Asheville Collection Office, and the other was a recommendation to the Pack Memorial Library Board for the establishment of a branch in West Asheville.

Jack Cole presented an excellent program. Mr. Ellis Fysal of the American Red Cross spoke about the current Red Cross Campaign, and the Lee Edwards Octet presented a very entertaining musical program.

Since the adoption of the second amendment, our next meeting will be Tuesday, April 1st, and is announced for 7:00 P.M. in the dining room of the Methodist Church.

Respectfully submitted,

L. A. FORTUNE, SECRETARY.

LAF:HB

THE NEWS
PERSONALITY
OF THE WEEK

By BERTHA W. HALEY



MR. W. EDGAR MICHAEL, JR.

Mr. W. Edgar Michael, Jr., co-owner of Cobble's Department Store, the oldest department store in West Asheville, came to this city in 1905 from Rowan County, the place of his birth.

Upon graduating from the Asheville high school, he was for a time associated with Bilbro's Pharmacy, owned and managed by Quenton T. Bilbro.

He resigned from the above position to join Dan W. Foster at the Palace Drug Store. Later on Edgar and Dan organized the Crystal Pharmaceutical Company, a manufacturing proprietary preparations.

Then on March 15, 1948, Edgar joined the Cobble's Department Store with W. A. Cobble at 717 Haywood Road. Mr. Cobble, a native from Tennessee, established the store, and Mrs. Gwendolyn Bordner has been a member of the store's personnel for a number of years.

Since 1948, continued growth and development of West Asheville is self evident. More houses have been built, and in part through the works of the West Asheville Business Association, various improvements have been made, and Haywood Road is recognized as one of the leading business sections of the city, in that more and more business firms are moving to this road.

Mr. Michael is secretary of the executive committee of the Asheville Orthopedic hospital association. He is Deputy Governor of District 319, Lion's Club; and he is an active member of the West Asheville Business Association, an organization that works civic, welfare works, and in making West Asheville a better in which to live and work.

MICHAEL NAMED BY BUSINESS GROUP TO HEAD W. A. CHEST DRIVE

At a dinner meeting of the West Asheville Business Association Tuesday evening at the West Asheville Methodist Church the rapidly expanding organization reported a membership of 105, with prospects of exceeding 200 before the year is over.

Several amendments to the constitution were voted favorably upon. The percentage of membership attending meetings necessary for a quorum was reduced from fifty to thirty per cent. It was decided to retain the present boundaries of West Asheville as a basis of membership instead of extending the limits one mile. The Association will hold meetings once a month instead of semi-monthly. Beaman Pinner was elected chairman of the publicity committee.

A resolution was adopted to ask the Carolina Power & Light Company, Southern Bell Telephone Company, Public Service Company of N. C. and the city water department to designate some central point in West Asheville where monthly utility bills may be paid. It was pointed out that this arrangement would be a real convenience to patrons of these companies in that locality. It is believed that such a collection agency could be set up at the new city fire department branch to be erected on Clinton Street.

Another resolution was passed to ask the Pack Library to open a branch library in West Asheville. This proposal has been under consideration by the library board. Several members of the West Asheville Business Association expressed their interest and appreciation in the idea.

It was announced that W. E. Michael would be chairman of the Community Chest team sponsored

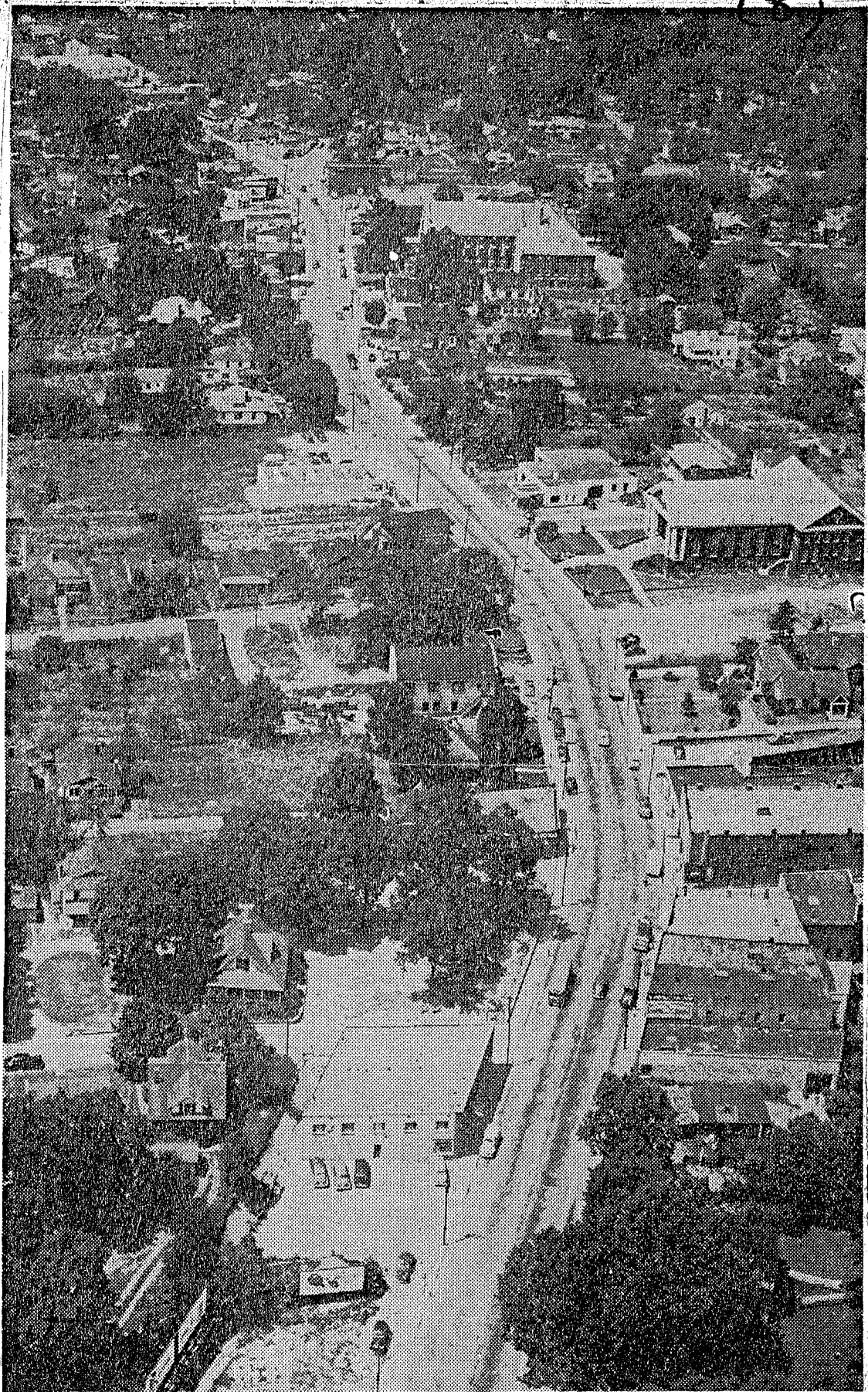
by the Association. He will be assisted by "Chubby" Ingle and Jack Cole. It was announced that the Y.M.C.A. has set aside \$1,400.00 for its year's work in West Asheville.

On recommendation of Bert Starnes, a beautification committee will be appointed to promote interest in flower gardens and setting out of shrubbery to make West Asheville streets more attractive to visitors. It was emphasized that this is an important factor in increasing property values.

This area may be an important evacuation point in the next world war in the opinion of Ellis Fysal, executive director of the American Red Cross in Asheville. He said that this group is not a welfare or hand-out organization, but was chartered under act of Congress. He emphasized the Red Cross swimming classes and pointed out that casualties of the Marines in the South Pacific were higher from drowning than from bullets.

General George Marshall was the first president of the American Red Cross to accept his position without a salary, which would be \$25,000 annually. Mr. Fysal made it clear that the Red Cross does not charge for blood given patients.

Of unusual interest was a musical program given by the Lee Edwards Octette trained by Mrs. Graham Reams. Chesley Singleton was spokesman for the group which included Helen Ingram, piano accompanist, Phoebe Fair, Barbara Buckner, Elaine Reams, Marion Duckworth, Lewis Gentry, William Proffitt, and Owen Norment.



HAYWOOD ROAD FROM THE AIR—Part of the West Asheville business section is shown in this aerial view of Haywood Road, looking west from the vicinity of Burton Street. (Times Aerial Photo by Bill Warren.)

WEST ASHEVILLE BUSINESS ASSOCIATION

April 9, 1951.

B U L L E T I N

This bulletin is six days late because your secretary has been too lazy to get it out earlier.

The April 3rd meeting was held in the Methodist dining room, and the following business was transacted:

On recommendation from the Board of Directors of the Pack Memorial Library, the resolution with reference to the establishment of a West Asheville Branch, passed at our last meeting, was revised to include the recommendation of the use of the new West Asheville Fire Station building to house the proposed branch. Jack Fortune reported that the decalcomanias had been promised for March 20th and were expected any day; also that the Improvement and Promotional Committee had under consideration the location of two West Asheville signs on Patton Avenue. President Roberts announced the appointment of the Beautification Committee, Mr. Fred Russell, Mrs. Helen Cashion and Mrs. Gwendolyn Bordner. It is expected that this committee will do as well with the rest of West Asheville as Fred Russell has done with the corner of Vermont Avenue and Sand Hill Road.

The program speaker for our meeting was Mr. Roy Phillips of the Asheville Citizen-Times Company, who spoke to us on the subject, "Promoting West Asheville". Mr. Phillips presented a number of excellent ideas which, it was felt, will help us in the building of a more prosperous community. A great quantity of quartet singing was enjoyed by the members present. Riley Smith and his Tone Masters Quartet entertained us with a wonderful program.

The Board of Directors at the last meeting approved a project of the Promotional Committee regarding the development of a West Asheville page in the Citizen-Times. A special group rate for advertising on this page and for general use by the members who do advertise on this page has been obtained from the paper, and it is believed that the publicity value of the quarter page of news and pictures about West Asheville will mean much to West Asheville business.

There is some talk of a fish fry or picnic or something of the sort as soon as the weather permits (that is, as soon as the weather permits the House Committee to go fishing).

Respectfully submitted,

L. A. FORTUNE, Secretary.

LAF:HB

WEST ASHEVILLE BUSINESS ASSOCIATION

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Respectfully submitted,

L. A. FORTUNE, Secretary.

LAF:HB

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



MR. S. J. (JACK) FORTUNE

Mr. S. J. (Jack) Fortune, well-known business man, and owner-manager of the Ideal Paint and Hardware Company for 31 years on Haywood Road in West Asheville, retired from business in January, 1955, to as he put it, "to take it easy."

Since his retirement Mr. Fortune continues to live fully and enjoy each day as it comes. And among his hobbies he is interested in his flower garden and fishing.

Mr. Fortune opened the Ideal Paint firm on Haywood Road in West Asheville back in the early 20's. And as this section continued to develop in business, he too continued to expand his firm. He first opened his store at 618 Haywood Road, and after that made several moves, each to larger quarters,—442 Haywood Road, and from there he occupied the building at 717 Haywood Road, and as business continued to grow he moved on to 727 Haywood Road where he continued until his retirement.

For the past ten years Mr. Fortune has been in active work with the Trinity Methodist Church in West Asheville. And among other activities he is a

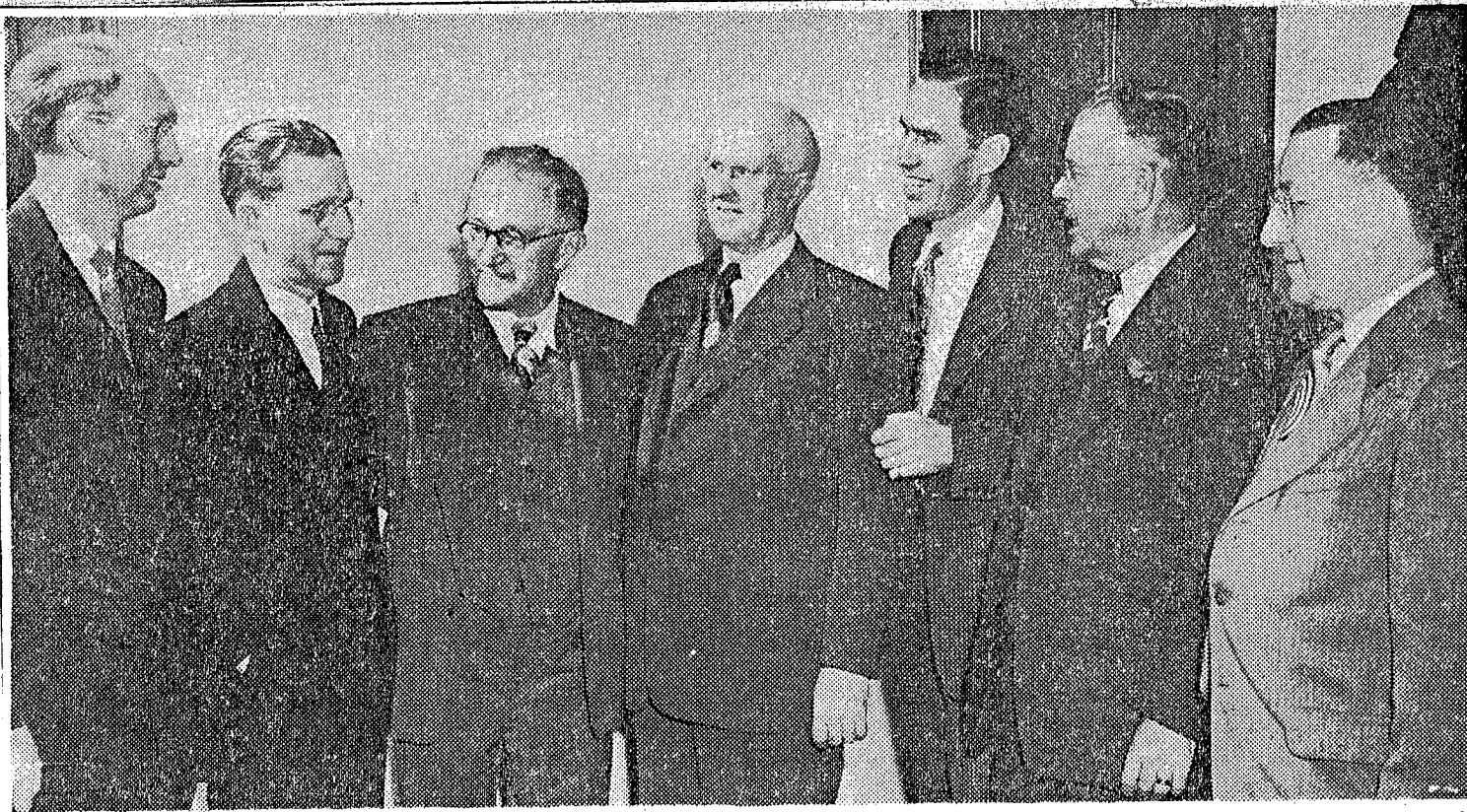
member of the Board of Stewards, member of the finance committee, etc.

And prior to his above church activities, Mr. Fortune was for years active with the Wesleyan Methodist Church, having served as superintendent of the Sunday School of that organization, and among other offices held those of trustee and active member with the board of Stewards. He is past treasurer of the North Carolina Wesleyan Methodist conference.

In a little chat over the telephone, Mr. Fortune told us a little bit about his wife, — his helpmate. She is the former Miss Callie Joe Lineberger from Rock Hill, South Carolina; educated at Spartanburg, South Carolina high school; Asheville Normal school, Asheville; and the University of California. Mr. and Mrs. Fortune were married June the 20th, 1910.

He is a member of the Optimist Club, and for a number of years was a member of the West Asheville Men's Club.

Mr. and Mrs. Fortune make their home at 40 Westwood Place in West Asheville.



THE WEST ASHEVILLE BUSINESS MEN'S CLUB heard an address last night, at a meeting in the dining room of the West Asheville Methodist Church, on the subject of "Sales Promotion." The speaker was L. Roy Philips, advertising director of the Asheville

Citizen Times Company. Shown at the meet, from L to R: F. Jack Cole, club program committee chairman; Philips; John B. May, chairman of the board; S. J. Fortune, promotion committee chairman; Albert Fortune, secretary; E. B. Roberts, president, and Fred Russell, beautification committee chairman. (Citizen Photo)

May 1, 1951.

BE IT RESOLVED: that the WEST ASHEVILLE BUSINESS ASSOCIATION goes on record as heartily endorsing the plan offered by FIRST NATIONAL BANK designating its West Asheville office to render the service of collection agency for the utility companies of Asheville.

BE IT FURTHER RESOLVED: that this resolution be spread upon the minutes and that copies thereof be sent to:

Mr. J. Weldon Weir, City Manager,
Mr. Julian B. Stepp, District Manager,
Carolina Power and Light Company
Mr. J. Lovell Smith, District Manager,
Southern Bell Telephone & Telegraph Company,
Mr. Rowland C. Beebe, Manager,
Public Service Company,
First National Bank and Trust Company;

and with the request of our association that they give prompt and favorable action in this matter.

Improvement & Promotional Committee

/S/ S. J. Fortune
S. J. Fortune, CHAIRMAN
Improvement & Promotional Committee
WEST ASHEVILLE BUSINESS ASSOCIATION

Approved by unanimous action of the Association in regular session May 1, 1951.

/S/ L. A. Fortune
L. A. Fortune, Secretary

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



W. KELLY ROBERTS

W. Kelly Roberts, owner-manager of the Roberts' Market at 285 Haywood Road, has been in the grocery business since 1921. He moved his business to West Asheville in 1925, and located at 619 Haywood Road. As the section grew in population and business expanded, so did Mr. Roberts, and he moved his Market to 503 Haywood Road where he remained until he again located in his present position—285 Haywood Road.

The son of the late Mr. and Mrs. Edward Goodsen Roberts, Kelly was born in Madison County.

In 1914, young Roberts was 17 years of age at the time, he enlisted with the U. S. Army and was assigned to the Infantry. After a period of recruit training, his outfit took an active part in the advance on Vera Cruz under the direction of General Funston. Two years later he and his outfit were in action under General John J. Pershing on the Mexican Border—this time chasing the elusive outlaw, Pancho Villa.

By 1918, Mr. Roberts had four years of active service with the U. S. Army, and in June of that year he was sent to Archangel, Russia, where he remained on active duty until June, 1919.

From the above service, Mr. Roberts was sent back to the United States, and was honorably discharged from the United States Army in Illinois, in April of 1920.

Mr. Roberts met his wife, the former Miss Bina Valentine, a native of Michigan, while serving at Camp Custer. They were married in July of 1920.

At the beginning of World War II, Mr. Roberts enlisted with the U. S. Army and took officer training at Fort Benning, Georgia; and upon its completion, was made member of the State Guard as lieutenant of the 38th Company. He remained on active service with this outfit until the conclusion of World War II.

Mr. Roberts is a member of the American Legion, joining this organization less than a year after it was organized. He is a Mason, member of the Veterans of Foreign Wars, and the West Asheville Rotary Club.

He is a member of the French

MINUTES OF THE MAY FIRST MEETING of the WEST ASHEVILLE BUSINESS ASSOCIATION

The regular May meeting of the West Asheville Business Association was held at the West Asheville Methodist Church dining room at 7:00 P.M. May 1, 1951, with President E. B. Roberts presiding.

The minutes of the April 9th meeting were read and approved, and the Secretary reported on a letter to the Association from Charles D. Parker, Vice President, First National Bank and Trust Company, explaining a plan for the establishment of utilities collection offices in the various branches of the First National Bank and Trust Company.

The treasurer's report indicated a cash balance of \$726.47 in the Association treasury.

Incidental committee reports were given by Ed Michael, Harry Atkins, J. H. Parris, and Jack Fortune reported for the Improvement Committee favorable action on the proposal by the First National Bank and Trust Company mentioned above, with a motion for adoption of a resolution of endorsement of this plan. The motion was seconded by Ed Michael, and was carried. A copy of this resolution is attached.

J. H. Parris announced that the next meeting would be a picnic meeting to which all members' families are invited, and would be held at Rhododendron Park on or about June 5th.

Mr. Weddle of the Improvement Committee reported that the Association decalcomanias had arrived and were available immediately at 3 for \$1.00 at his office. Mr. Jack White gave detailed instructions for mounting the decals on glass and also on flat painted surfaces.

Mr. John Kennedy of the Y.M.C.A. and Mr. Maynard Fountain of the West Asheville Presbyterian Church presented the plans for the upcoming membership campaign for the West Asheville Branch of the Y.M.C.A., and explained in some detail the program of the West Asheville Branch.

The speaker of the evening, General John Sloan, was introduced by Jack Cole, Chairman of the Entertainment Committee. General's Sloan's remarks on the subject "Fightin' Generals Sometimes Cuss" was most inspirational, and General Sloan received some of the most enthusiastic applause given by our organization to any speaker we have had.

Respectfully submitted,

L. A. FORTUNE, Secretary.

LAF:HB

W. A. MARKET, AMUSEMENT CENTER

HUGE DRIVE-IN MARKET AND AMUSEMENT CENTER LAUNCHED

New construction representing more than \$3,000,000.00 is now under way in West Asheville as a result of opening the new Smoky National Park bridge and the new Carrier bridge now well along toward completion.

Actual operations began last week on the 262 PHA unit of low cost rental brick homes with clearing of timber from a substantial portion of the Scott Dillingham property, and removal of the large home on top of the hill was completed by Dillingham.

The Jones Construction Company, of Charlotte, has completed field offices and resident engineers' quarters on the project and bulldozers have moved in. Bricks and building materials are now being unloaded and there is plenty of activity.

Scott Dillingham has moved a saw mill to the site at the intersection of State Street and Amboy Road and is now preparing materials for 40 five-room and two-room houses, for which building permits have been approved. These are now under construction adjoining one block east of the main PHA, 1,300 room project. These separate detached small homes will be offered for sale at a price of \$1,000.00 per room on terms of ten per cent down payments and monthly payments of one per cent all financed by Scott Dillingham Corporation.

One hundred rooms of this project are now completed and are being offered to tenants at a rental price of ten dollars per month per room. There is no objection to children in families. Besides the property sold to PHA by Scott Dillingham, which amounted to only about 20 per cent of his holdings in that section of West Asheville, a substantial portion of the remaining 80 per cent of his holdings in that section is now being developed.

Immediately adjoining the new development on the south is located the large beautiful and modern Owen Airport, formerly known as Carrier Field, lying between Amboy Road and the French Broad River with a mile of frontage on each.

It is on this tract that Scott

Dillingham is developing what is expected to become the world's largest drive-in market and amusement center. This project is now in shape to accommodate under all weather conditions, Mr. Dillingham estimates, 10,000 automobiles for parking. Space up to one thousand house trailers has been set aside and now ready for occupancy. The large main airplane hangar is now being converted into rest rooms with modern and ample facilities. A space of 5,000 square feet is being covered with hardwood flooring to be utilized as display room for all kinds of merchandise in the daytime. At night the space can be used for roller skating, round and square dancing, amateur and professional vaudeville and specialty acts. Provision will be made to accommodate club and other meetings when desired.

The main airstrip field, containing approximately 5,000,000 square feet is large enough to hold a half dozen circuses and carnivals at one time in addition to parking 10,000 cars on the field. Part of this space will be utilized for one hundred separate complete community center stores, one of each kind of business to be found in any city. A feature will be drive-in curb service for those desiring it. Customers may come in the family car and park in front of the store of their choice while they shop for goods at reasonable prices. Goods will be tagged at lower prices due to low overhead expense.

At one end of the field or midway center is being developed a combination drive-in and walk-in theatre. At the other end will be an outdoor market where local and out of town and state trucks can park and offer their daily products direct from producer to consumer, assuring fresh food products at low cost. A large transportation and machinery mart and exchange will be in daily operation as a substantial feature of the Market Center. It is promised and expected that a five-minute bus schedule will be maintained from the Market and Amusement Center to downtown Asheville. The address is 400 Michigan Avenue at Amboy Road and the river at the lower south end of Hanover, "the Clover Leaf" Street.



...all be many available to all...
...shall be filled by the Board of Directors, subject to the approval of the Association, provided notice is given to the members. President upon the approval of the person selected by the Board of Directors to fill such vacancy, and further provided the right is reserved to any member to nominate a member in good standing to fill such vacancy, and the manner of election in this case shall be determined by the Association.

Section 5. All officers, directors and committees shall serve until their successors have been elected and qualified.

ARTICLE XII. REVENUE.

Section 1. The membership dues shall be ^{\$12.50} Twelve Dollars per year, payable in advance at the rate of \$3.00 on January 1st, April 1st, July 1st, and October 1st.

Section 2. Memberships from any business shall be limited to a maximum of three.

Section 3. The cost of dinner served at Association meetings shall be paid by each member attending.

Change to \$2.50 per year, payable quarterly (includes meals)

ARTICLE XIII. ACTIVITIES.

Section 1. This Association shall be an open forum on all public questions, and the Association shall seek only to keep its members informed on all questions of public importance, and any proposed legislation affecting the community embraced by the Association. The Association shall not let partisan politics enter the activities of the Association, but shall have the right to give expression to its attitude on public questions in a non-partisan manner. The Association seeks to inform its members on public questions, and not to encourage block or mass activities, and to that end it shall be the policy of the Association to discourage the calling for a vote or expression of the attitude of the membership on public questions. Such vote or expression may be called for only after it has been approved by the Board of Directors and members of the proper committee.

Section 2. The Association shall support educational and religious activities of the community in a manner that will give to its membership information. It shall be the policy not to allow any collections to be taken either for the educational or religious activities of the community.

ARTICLE XIV. AMENDMENTS AND QUORUM.

Section 1. Any amendment to this Constitution and By-Laws may be adopted by a two-thirds vote of a quorum, provided that the amendment shall be submitted and read to the membership present at a meeting prior to the presentation for adoption.

Section 2. A quorum of the Association shall consist of ~~fifty~~ ³⁰ per cent of the current membership roll.

See 2 changed to 30%



GEN. SLOAN SEES FINISH FIGHT

WAR HERO PLEADS FOR UNITY AND RETURN TO PAST TRADITIONS

Community Center Need Is Apparent

Upon receiving complaints that certain teen-age youths were inclined to get excited and boisterous in the moving picture theater, the West Asheville Business Association committee, which handles such problems, pondered the best way to meet the situation.

It was decided that the most practical way was to enlist the co-operation of some of the leading students in that section and get them to use their influence in getting matters under better control through the initiative of the young people themselves.

"What we really need to solve this problem is a community center where youth activities could be conducted in a manner that would really please the young people by giving them a full share in the responsibility of running the place," a spokesman for the group said recently.

"Unfortunately we do not have such a place, but as the need for it becomes more apparent, I have no doubt that something satisfactory along that line will be worked out. It is amazing what these young people can do on their own steam when they get interested in doing something."

He explained that what he meant was that it was largely a matter of organization and cooperation of the various elements. The importance of such a project has been demonstrated in many communities, he pointed out, and added that he felt that there would be enough initiative in the West Asheville group to get something going soon.

General John E. Sloan, Commander of the first Army division to enter Rome and to open up the Brenner Pass through the Alps in the last war, told the West Asheville Business Association at the West Asheville Methodist Church Tuesday evening that he sees grave days ahead for this country. He called for intelligent and alert leadership.

"The situation in America today merits cussing," General Sloan said. "In 1917 there were many in this room who went away to prepare for fighting a war to end wars. President Wilson died of a broken heart. In 1952 some of us went overseas to again fight a war to end wars. We won that war. Peace hasn't come. Why? Because we threw away this opportunity by going on an emotional spree demanding the destruction of our army, air force and navy."

"Now boys 13 years old on VJ day are drafted to fight another war. I often wonder if the 1910 men of my division left under white crosses as asleep. I hate to answer for those boys today. I don't see peace or Christianity gaining in the World today. 'Why is it?' those dead boys would say."

"There was no justification for World War I, General Sloan pointed out. It came about through lack of ability of our diplomats and lack of vision by our politicians and the British leaders. It cost us six times the number of lives to win World War II than it did the first war. How many lives will the next war cost? What I think of is America, which is bigger than any one individual."

"If the Reds were to surrender Korea tomorrow, it would not end the fighting. Communism is not satisfied until it overruns the entire world. We of America have got to learn that our old definition of peace and war will not hold any longer. We are so trustful that we shall be saved. We must save ourselves by learning to go back to thrift, saving part of what we earn, hard work, brotherly love. We must stop thinking about how much our government gives us. We must not desert our allies if they will fight with us. It will mean some inconveniences and above all a lot of good common-sense. We have got to take a leaf from our forefathers who founded this country."

General Sloan said he had more

has for foreign scientists who filched atomic secrets in Washington. "We should not give those atomic spies any mercy," he declared. "There is nothing too bad for the men who are supplying the Russians with our atomic secrets."

Referring to conditions here at home, the military leader said: "We have got enough right here at home to clean up. The people overseas think as we do, but in a different way. We can't tell them how to run their country. Every brave man regardless of nationality dies the same way and God does not draw a line between any of them. If you want to learn tolerance, go up into the front lines."

"We face a great crisis in America. We must have unity and cut out our differences. We have got to get ready for an all out fight and there is no time to waste. We must use our God given brains. Primitive nations want to gobble us up. The Communists will not hesitate to destroy us. They will not tolerate Christianity in the world."

"It took us 14 months to train a division during the last war. My division was the first selected to go overseas, and it has never been entirely demobilized. You are going to sweat and work to save your country. You must be alert mentally. It is up to us right here in this town, state and nation. We must not throw all responsibility on the Federal government. Our first need is for upright, courageous, alert leadership and must forget personalities. We have had two chances. Now we have our final chance to save civilization."

The June meeting will take the form of a picnic to be held at Rhododendron Park. A Fourth of July parade and patriotic meeting will be sponsored by the West Asheville Business Association on the evening of July 3.

John Kennedy, boys' work leader at the Y. M. C. A., and Maynard Fountain gave an outline of West Asheville Y. M. C. A. activities.

The Association endorsed the offer of the First National Bank to let their West Asheville branch bank serve as a collection point for payment of water, light, gas and telephone bills. Such a plan would have to be favored by each utility company before the project is carried out.

E. B. Roberts, president of the Association, presided at the meet-

Park Clubhouse Gets Major Face-Lifting

The Rhododendron Park Clubhouse has undergone a major face-lifting operation in the last few months because of the interest displayed by members of the West Asheville Community Club, headed by Mrs. H. B. Almon, president.

A committee headed by Mrs. D. I. Gross has redecorated the interior, redone the furniture, put down carpets, laid linoleum and upholstered furniture in plastic materials to brighten the color scheme.

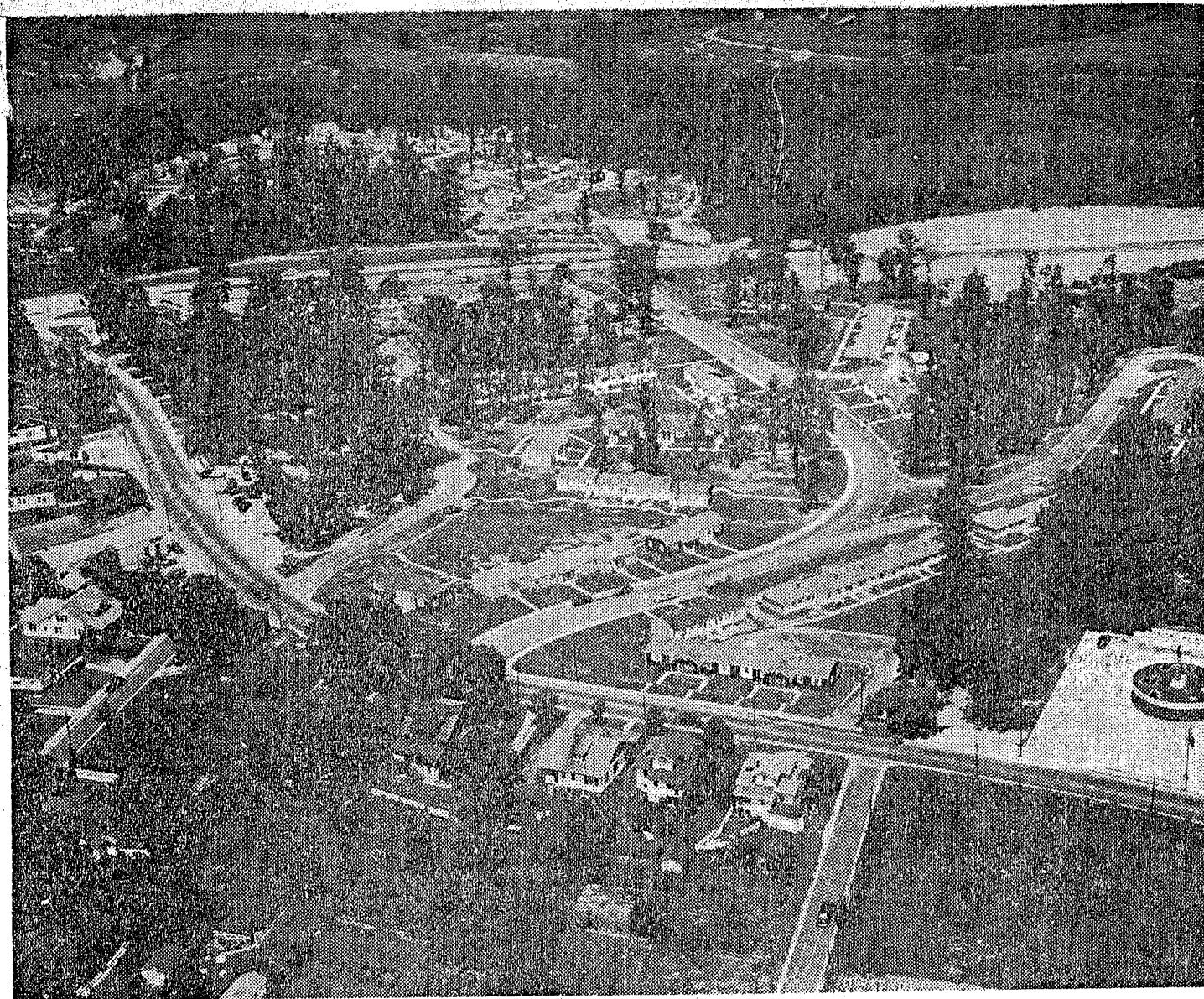
All this work has been done over a period of months and the whole appearance of the interior has been altered. It is extremely attractive in color and furnishings, which included drapes at all the windows.

One major operation remains to be accomplished, but the committee is after that and a little more time will see it an accomplished fact. It has to do with the building of some additional cabinets to facilitate the handling of work in the kitchen and dining room.

The committee has had the full cooperation of the Parks Department of the City in completing this work. City officials are pleased by the interest that has been taken

by members of the club in renovating and redecorating the clubhouse.

"That interest is transfusing the clubhouse into an attractive community center that will tend to stimulate further community spirit and to make possible many other activities," City Manager J. Weldon Weir said in discussing the project. "It shows a fine spirit on the part of the club members."



NEW HOMES, NEW HIGHWAY—This aerial photo shows new housing for West Asheville residents at the junction of old U. S. 19-23 West with the new highway westward. West Terrace Apartments are shown in the center of the picture and new Wilshire Park housing development is in the left background. That's Clinton Street entering Haywood Road, now U. S. 19-23A, in the right foreground.

3 Clubs Plan Beautification Of Approaches

The three West Asheville garden clubs plan to resume beautification of the approaches to Smoky Park Highway Bridge in the fall.

The clubs are working with the Asheville Council of Garden Clubs on the project.

The three are Westwood Garden Club, Brucemont Garden Club and Dorchester Garden Club.

Of the three, the Westwood Club is the oldest, having been organized 27 years ago as part of the West Asheville Community Club. The Westwood Club is composed of residents of Westwood Place and the streets leading to and from Westwood Place.

The Brucemont Club is 16 years old and has approximately 40 members, all residents of Brucemont Circle. The club was organized in 1935 by Mrs. W. K. Talley and has 35 members.

The Dorchester Garden Club was organized on January 14, 1938. The original club included residents of Dorchester Avenue. The club now includes residents of nearby streets.

The club grew out of mutual interest of the residents of Dorchester Avenue who used to meet in the various homes and exchange ideas gardening and swap plants.

West Asheville Growing Fast; Construction Jumps

West Asheville is growing fast.

If anyone wishes more evidence than that which is visible from construction now under way, it can be found in the figures from the department of public works office, which issues building permits.

Since January 1 a total of 72 permits have been issued for \$1,961,062 in construction in West Asheville. Thirty-six permits were issued for \$1,941,125 in new construction, including the Federal Housing project, which amounted to \$1,712,700. Thirty-six permits for alterations and repairs were also issued during this period calling for construction costs of \$19,937.

In order to get a comparison, it might be noted that during this same period a total of 328 permits were issued for \$3,421,190.26 in new construction in the entire city. This means that the tax valuation figure for the city on which the city's

ad valorem tax revenue is based, will be increased by a substantial amount as a result of this construction.

This same evidence of steady growth is reflected, of course, by other indices that are not so readily available. These include such items as new water meters installed, new electric and gas meters installed and new telephones installed. The whole

picture points toward substantial development of individually-owned properties that will in turn be reflected in the general environment of the community.

City services are being expanded to meet these new demands. This includes not only police and fire protection and garbage collections, but substantial capital outlays for water lines and other facilities.

Businesses Achieve Unity In Association

An amazing amount of unity has been achieved by West Asheville business establishments through the organization and operation of the West Asheville Business Association, with E. B. Roberts as president and John Lawrence as vice president.

This group met twice each month during the formative days when it was getting rolling but more recently has been meeting once each month with a dinner as one of the features of the get-together.

Problems affecting the business community in that part of West Asheville that has built up chiefly along Haywood Road have been aired fully. As a result, community consciousness has been sharpened to a point where the amount of teamwork resulting is amazing.

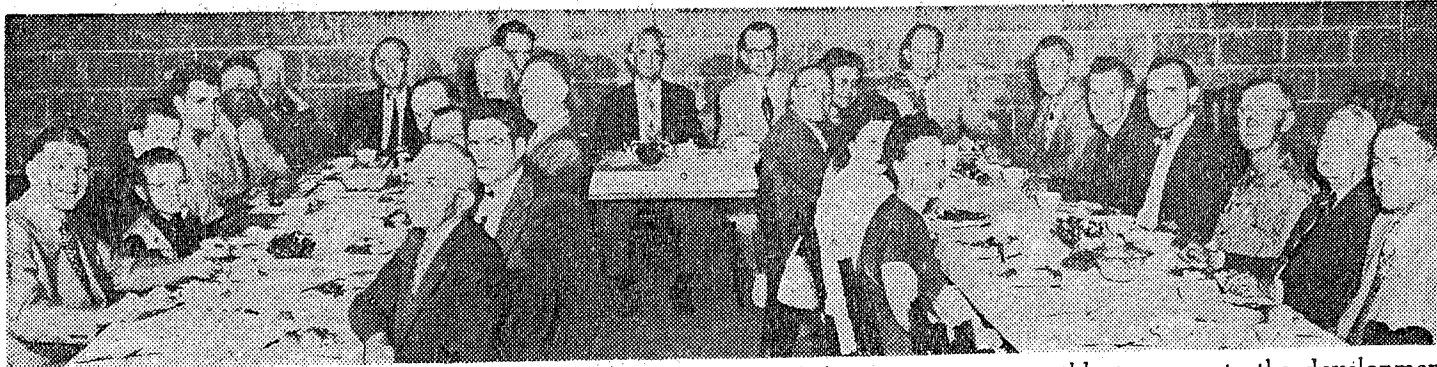
The nice part of the whole thing is that the group has the full cooperation of a number of other organizations, and the whole thing has resulted in a close-knit community network that has already accomplished a number of projects.

One of these was getting through the proposal to have utility bills collected in West Asheville. Housewives no longer have to come over to the City Hall or to downtown business officers to pay these bills.

This plan went into effect June 1 at the First National Bank in West Asheville. The first 10 days of the month saw a total of something like \$800 in funds collected for the City, the number served ranging from 57 the first day to a peak of 72 during the period.

The Carolina Power and Light Company has also arranged to have electric bills paid in this fashion.

Officials of the Southern Bell Telephone and Telegraph Company have the same proposal under consideration as does the Public Service Company of North Carolina Inc. Members of the association are hoping that favorable action will be forthcoming soon.



WEST ASHEVILLE BUSINESS ASSOCIATION—Members of this group meet monthly to promote the development of West Asheville.

Business Group Promotes West Asheville Interests

Created to stimulate trade and further community spirit, the West Asheville Business Association holds out a hand of welcome to all business and professional persons in the area.

The club was organized on November 9, 1950, for the purpose of building good feeling among busi-

ness concerns west of the French Broad River.

The club was organized with 18 members, the present membership is over 100, and the goal for the end of the year is the 200 membership mark. All persons who own, operate or manage business houses in the area are eligible for membership.

E. B. Roberts was the first president of the club and is still in office. J. L. Lawrence is vice president; Albert L. Fortune, secretary-treasurer; and C. W. Chapman, assistant secretary-treasurer. John B. May is chairman of the board of directors which includes G. A. Sheider, Clyde Bennett, Robert Groce, Dan Foster.

E. D. Michael is membership chairman; S. J. Fortune, chairman of improvement and promotion; Jack Cole, program chairman; J. H. Parris, chairman of the house committee; Beaman Pinner, publicity chairman; and Fred Russell, chairman of beautification. The club meets on the first Tuesday in each month.

Home Occupied By Legion West Asheville Landmark

The old Starnes home on Haywood Road is one of the landmarks of West Asheville. The house now is the property of West Asheville Memorial Post, American Legion, and few passersby realize memories and exciting adventures that many former West Asheville youngsters connect with the building.

The house was built more than 60 years ago by the late George H. Starnes. The building was one of the first on the west side of the river, and Starnes built the house before his marriage for his home.

The frame house held many exciting corners which proved a

great joy to the young Starneses and their friends. The home contained a large basement complete with a well. In the cellar was a sand box. Cool water from the well was poured on the sand and the food was then buried in the sand which took the place of a refrigerator.

The house was built before electric lights came to the area, and the old fashioned lamps cast a glow of mystery over the attics and large old halls.

The first floor contained a large hall with kitchen, dining room and parlor. The parlor had eight sides and a huge fireplace around which were held many happy family gatherings. Bedrooms on the second floor opened off another large hall, and above the second floor was a roomy attic filled with many treasures for the young explorers.

Perhaps the most exciting of all to the young Starneses was the winding stair leading from the attic to what they called the "observatory." This cupola at the top of the house afforded a view of the surrounding country.

The house was surrounded by some five acres of land. The family kept a horse and cow, and raised vegetables. However, the elder Starnes was a business man and was in no way dependent upon the produce of his land for a living.

The home was remodeled as the area grew. Electric lighting was installed when the power lines came west of the river. In 1939 the house was completely remodeled and heating installed. The family sold the home after the death



WEST ASHEVILLE LANDMARK—The old Starnes home, now occupied by West Asheville Memorial Post, American Legion, is one of the first residences built in West Asheville.

Taggart Plans Ranch Opening By Early July

Tag's Lucky T. Ranch, a new West Asheville development, is expected to be opened by early July.

Located on Cedar Hill Road above Johnston School, Jack Taggart, owner of the new ranch, said an entertainment program is being arranged to meet the tastes of all groups.

Saddle horses, trails, a pavilion and water sports on the lake will be offered. Some 20 horses will be available, with Glenn Hunnicutt of Hunnicutt Stables, Chunn's Cove, in charge of riding.

Plans call for a lodge and dining hall in the future and the building of cottages for out-of-town guests.

The management expressed the hope that some of the cottages and the lodge will be open be-

MINUTES OF THE JULY MEETING
OF THE
WEST ASHEVILLE BUSINESS ASSOCIATION

The regular July meeting of the West Asheville Business Association was held at the West Asheville Masonic Lodge dining room at seven P. M. July 3rd, 1951 with President E. B. Roberts residing.

The minutes of the May 1st meeting were read and approved. Inasmuch as the June meeting was a picnic at Rhododendron Park, no minutes were recorded for this meeting.

The Treasurer's report indicated a cash balance of \$697.88 in the Association treasury.

Incidental committee reports were given by Jack Fortune, Gwendolyn Hordner, D. L. Harpe and by J. H. Parris. Mr. Parris recommended for the House Committee that the Association accept the permanent invitation of the West Asheville Masonic Lodge to use as a regular meeting place the lodge dining room, and on motion from Bert Starnes with a second by Mr. Troy White, this recommendation was approved; and the Secretary was directed to address a letter of thanks to the ladies of the West Asheville Methodist Church, who have done such an excellent job of serving us during the past months.

Jack Cole presented our program for the evening. First we had "Hillborn the Great", a young magician who still has your Secretary puzzled by his magic neck tie. And, for the serious part of our program we had a very inspirational address by the Rev. W. T. Nichols, pastor of the First Christian Church of Asheville and father of our Paul Nichols with Home Furniture Company. Rev. Nichols spoke in a patriotic vein with particular emphasis on historical examples of service in government.

Respectfully submitted,

L. A. FORTUNE, Secretary

P. S. Mr. Roberts has announced that there will be a meeting of the Board of Directors and Chairmen of standing committees next Tuesday, July 17 - at 7:30 P. M. in the conference room at the West Asheville branch of the Wachovia Bank and Trust Company.

THE NEWS
PERSONALITY
OF THE WEEK

By BERTHA W. HALEY



BALFOUR BROOKSHIRE

Balfour Brookshire is co-owner of the B and B Pharmacy, 462 Haywood Road, West Asheville. He and H. L. (Cotton) Bishop opened the drugstore in October of 1953.

The son of Mr. and Mrs. Lorain J. Brookshire, Balfour was born in Biltmore, and moved with his family to West Asheville at the age of five.

He received his preparatory education in the Asheville city schools, and is a graduate of the University of North Carolina at Chapel Hill.

After graduating from the above school, Mr. Brookshire "worked for a short time," then enlisted with the United States Navy in 1944.

As an active member of the U. S. Navy, he served as Pharmacist Mate attached to aviation medicine at the Naval Air Station in Jacksonville, Florida, and in Philadelphia, Pennsylvania.

He was honorably discharged from the Navy in 1946, returned to West Asheville and resumed his work as pharmacist.

Brookshire was associated with the Ideal Drug Store on Haywood Road until he and H. L. Bishop opened the B&B Pharmacy.

Mrs. Balfour Brookshire is the former Miss Martha Williams, the daughter of Mr. and Mrs. W. H. Williams. Her father is the assistant fire chief of the Fire Department.

Mr. and Mrs. Brookshire have two young sons, David age five and Larry two years old.

Brookshire is a member of the Trinity Methodist Church. He is a member of the West Asheville Rotary, Western North Carolina Drug Club, North Carolina Pharmaceutical Association, and the National Association of Retail Druggists.

His mother, Mrs. Lorain J. Brookshire, is a member of the teaching staff at Hall Fletcher High School. Mr. Brookshire, Sr., is in the lumber business.

Hobbies. Fishing and golf when he finds the time.

Mrs. Brookshire's interests are her home, her two boys who keep her "pretty busy," and she too, likes to fish, swim and an occasional game of Bridge.

Business Group Plans Session

Community Christmas decorations will constitute one of the points for discussion at a meeting of the West Asheville Business Association's board of directors Monday.

The session will open at 7:30 p. m. in the West Asheville Branch of the Wachovia Bank and Trust Company.

John May will preside. A group earlier was named by the Association to work on plans for Yule decorations.

These would include decorating the streets and possible erection of a community Christmas Tree.

Business Association Plans Picnic Session

The West Asheville Business Association's next session will be a picnic meeting September 4 at 6 p. m. in Rhododendron Park. Association President E. B. Roberts will be in charge.

West Asheville Has Low Crime Incidence

By BILL LINDAU

A reporter attempting to determine the crime picture of West Asheville came away from Police Chief Harold Enloe's office with little to report but a higher respect for Asheville generally.

The chief said:

"There's little choice, as far as that goes, between West Asheville, Biltmore and the other sections."

Pointing to the map behind his desk, he continued:

"Those pins represent cases of housebreaking, storebreaking, theft of autos and theft from autos."

These are cases which the plainclothes force handles.

The cluster of pins was greatest in the heart of the Asheville business district.

Radiating beyond, the pins grew scarce.

In West Asheville, there were about a dozen centered along Haywood Road, main artery through the community's business district.

The same was true of Biltmore and the other sections.

As far as murder and aggravated assault were concerned, the chief explained that these things were relatively infrequent anywhere in Asheville.

Going back to the pins, he indicated they do not necessarily mean crime of major proportions. They referred to any case reported to the police.

For instance, there was a cluster of six pins in one section of Asheville.

"A group of boys broke into six cars and took some things," he said. "The losses in most cases didn't amount to as much as \$2."

He was silent a moment, then he said:

"Asheville's a good, moral city." Referring to West Asheville, he asked:

"Did you ever go out there and see those churches? And did you ever drive out on a Sunday morning and see the people going to those churches?"

Last July, a Citizen survey showed West Asheville was an important religious center—18 churches actual-

Details Being Worked Out For Pipeline Project

Legion Post Has Number Of Projects

The West Asheville Memorial American Legion Post members were busy this week working on a tidy handful of projects and events.

In the works were plans for the Asheville Bicycle Safety Campaign, which the Post is sponsoring.

Further improvements to the post's headquarters and grounds, on Haywood Road.

"Operation Comeback," the National American Legion writing contest for handicapped veterans.

The November 12 Armistice Day program which will be held at McCormick Field.

The annual membership drive. The October 25 concert and parade by the National American Legion champion band from Blatz Post, Milwaukee, Wis.

Preparations were discussed meanwhile, last Monday night at a meeting of the Memorial Post's executive and house committees.

Post Commander D. B. Levi heads the executive group, and Lieut. Arthur Moore of the Asheville Police Department is chairman of the house committee.

Last night Commander Levi reported the membership campaign to date had added nearly 200 veterans to the rolls—men who had not previously been members of the Post.

Yet to be contacted, he added, are the 365 former members who are not now active in the organization.

The drive was to be intensified during the following weeks with a house-to-house canvass of all of West Asheville.

Legionnaires will be assigned to

ly operating and two more planned or under construction.

The low incidence of crime and the high incidence of churches and church attendance apparently are related.

The Asheville city engineer's office has completed a survey for the new 29,940-foot pipeline which will serve West Asheville.

Work is under way on the special details of the plans.

The project already has been approved by the National Production Administration.

The office said approval from the NPA is awaited for steel for the North Fork dam project.

The proposed West Asheville water line was contained in the bond issue approved by the city's voters.

The city engineer's office said the survey now was being "plotted up." In reference to the critical materials controls, officials said the West Asheville line wouldn't be affected, according to sources of supply.

They quoted a manufacturer as saying there was no restriction on cast iron pipe, which will be used in the project.

The new pipeline, consisting of 16- and 10-inch mains, will start, according to the survey, at Choctaw Street.

It will cross the river, following a route along Craven, Ridgeway and Richland and on to the new highway, thence to Johnston Boulevard.

From there it will go down Haywood Road to Bear Creek Road, and tie in with the present 12-inch line on Sand Hill Road.

City engineers still face a mass of paper work.

For instance, they'll have to decide whether a single 90-degree bend would be served best by a piece of pipe shaped to conform, or whether two pieces joined would best do the work.

Other technical problems which crop up with a project of this nature also are to be ironed out.

Picnic To Be Held

A picnic will be held at 6 p. m. today in Rhododendron Park by the Auxiliary of the Order of Railway Conductors.

districts covering several blocks each and will contact veterans who are potential members.

The Post's goal is to reach a total enrollment of 1,002.

Playgrounds Draw Many Thousands In W. Asheville

More than 11,000 men, women and children kept one park and two playgrounds in West Asheville busy in June and July.

Miss Augusta Barnett, city recreation director, in reporting these figures, however, said they did not include the statistics for Rhododendron Park or the Malvern Hills Park swimming pool.

The playground in Malvern Hills Park entertained 2,050 customers in June, and 3,920 in July.

At Hall Fletcher Junior High School 790 youngsters played in June, and 1,012 in July, and this doesn't include the boys who played baseball in the two divisions of the City Recreation League.

Loop play during the regular season had 985 young ball players active on the Hall Fletcher diamond in June and 1,137 in July.

No records were kept for Rhododendron Park, but Miss Barnett reported all 20 picnic tables stayed fully occupied most of the week every week of the two months.

The Burton Street (Negro) School playground entertained 748 young customers in June and 751 in July.

All four of these public playgrounds figure in the city recreation program, with Hall Fletcher "headquarters" for the campaigns in the Junior and Intermediate Baseball Leagues.

Supervising the program at Hall Fletcher is Miss Jean Brown.

The Burton Street program is headed by Mrs. Anna McElreath.

Both big parks in West Asheville provide the public with an area of 103.5 acres for recreation Rhododendron Park, popular for

picnics and nature study sessions, covers 95 acres that is dotted with swings, a pavilion, restrooms and picnic facilities.

Malvern Hills, though not so large, is more intensively equipped, with the pool, bathhouse, restrooms and pavilion, picnic grounds, tennis and horse shoe-pitching courts and other facilities including picnic grounds.

Miss Sara Goforth is playground leader there, and Herb Coman manages the pool. On his staff are three to four lifeguards and eight assistants who work around the pool area.

Arthur Taylor is maintenance man for the park.

Hominy Valley Picnic To Be Held Monday

The West Asheville Business Association will participate officially in the picnic Monday night at Enka Lake which will be the opening event held by the Hominy Valley Horse and Hound Club.

The affair is scheduled to start at 6 p. m.

Members of the West Asheville group, one of the civic clubs which is supporting the newly-organized Hominy club, decided on the Association's participation at their semi-monthly meeting this week.

The Horse and Hound Club, a project of the Hominy Valley Council, was organized early this summer.

For conducting the club's activities, the American Enka Corporation leased the organization a tract of land on the lake.

West Asheville Social Work Situation Is Good

West Asheville presents "no particular problem" to the Buncombe County Department of Public Welfare, the department's superintendent, George Lawrence, observed yesterday.

In answer to a query, Lawrence indicated that though the community had a few "trouble spots" insofar as social work is concerned, its health generally is good in this respect.

In reference to the West Asheville section generally, he said where a growing, progressive community has an energetic group of working citizens, the welfare problems are inclined to be less acute.

Park Pavilion Is Available For Picnickers

The City Parks Department has just completed a new "summer house" pavilion in Rhododendron Park for the use of picnic parties and visitors, and it is available for the current season.

For several years Rhododendron Park has been increasingly popular as a picnic ground. The unusual beauty of the location and the fact that large outdoor cooking fireplaces have been erected, together with picnic tables and benches, has given it quite a vogue for picnic groups.

This summer is expected to see all attendance records broken. The park area itself is characterized by the quiet dignity that goes well with the beautiful setting on the plateau high above the river.

The Parks Department has also attended to the usual plantings in this area to further enhance its natural beauty.

The people of West Asheville take great pride in keeping it looking spic and span and cooperate fully with the park employees to this end.

Road Projects To Benefit West Asheville, Leicester

For West Asheville and Leicester, the date August 28—next Tuesday—has a special significance.

In Raleigh, the State Highway and Public Works Commission will open bids on 32 road projects in 29 counties.

Two of these projects affect Asheville and Buncombe County generally, but the two western communities particularly.

In the terse, prosaic language of the Highway Commission, these two are described as follows:

Buncombe—structures on left lane of old project in and near Asheville on US 19 and 23.

Buncombe—7.68 miles of grading, paving and structure on NC 63 from a point on the County Home Road approximately 2,400 feet within the Asheville city limits thence north-west to NC 63 and follow NC 63 to Leicester.

In the first project named, the reference to the left lane is to a road that is still on the drawing boards.

The State Highway Commission's Asheville office explained the project being advertised for bids calls for construction of an overhead bridge and two culverts for what subsequently will be the left lane addition to the current highway

which is a continuation of the new road over the Smoky Park Highway Bridge.

After breezing down the two-lane one-way road between Asheville and the cloverleaf, the motorist currently finds himself subject to the "old-fashioned" business of using a plain, if new, two-lane 24-foot highway.

The "left lane" will run parallel and north of the current two-way thoroughfare, giving a dual highway system all the way from the Haywood Road intersection on into Asheville.

The overhead bridge for this proposed lane will be similar to the one that spans the spur highway going into West Asheville.

Highway officials, however, are hoping that the third bid opening on this project will be the final one.

Twice this year bids were asked on this project.

The first time, there were no bids.

The second time, the bidders' prices were too high for the Commission to take.

Successful completion of the bidding end of the procedure would be the first step toward materialization of the proposed left lane.

One Commission spokesman said awarding of contracts on the structures could mean actual completion of the left lane within the next 12 months—if the National Production Administration approves release of the steel for the job.

Completion of the left lane, of course, would mean even greater convenience in the control of the heavy traffic that streams across the new bridge into West Asheville and on into the Great Smokies.

In the words of a Commission spokesman, the construction of the second project would mean the further development of the active, progressive Leicester community.

"It certainly would open up Leicester," he declared. Thanks to the construction of the three-lane highway from the Buncombe County line to Canton, motorists from throughout the nation are familiar with part of this project.

For the most part it will be a brand new better highway.

Part of it will follow the present thoroughfare, which served as the detour into Canton via Newfound through last winter and part of this summer.

This road, which will start at the intersection of the Newfound and new approach over the Smoky Park Highway Bridge, will be 22 feet wide, and this does not include the shoulders.

The present NC 63 is 18 feet wide, as motorists who have traveled the twisting route to Newfound could easily testify.

The Commission office said the new road would be straighter, eliminating many of the curves of the old route, as well as wider. In the course of fashioning the new sections of the route, workers will dig out approximately 320,000 cubic yards of earth and rock.

In reference to this, a Commission engineer described the job as "a little bigger" than normal for the average highway construction project, and heavy even for a mountain road.

Both projects subsequently will mean more beautiful country of Western North Carolina becoming available to the traveler—and to the commercial trucker.

West coast, Tacoma, Washington. He sailed from the West Coast to the Hawaiian Islands where he was stationed from April 27, 1944 to September 1945, then was sent with the first occupied Forces to Japan, and from there returned to Fort Bragg where he was honorably discharged from the United States Army January 27, 1946.

Upon his honorable discharge from the United States Army, Mr. Cole returned to his home in Candler, and on August 1, 1946 he accepted a position with The First National Bank and Trust Company where for the next four years he received intensive study and practical training in various departments. His program included that of bookkeeper, teller, etc., and operator of branch offices at Moore General and Oteen.

Mr. Cole was appointed office manager of the West Asheville Office Drive-In branch of the First National Bank in June of 1950, and in order to establish a better understanding in public relations between officials and the public, a house to house visit was initiated in West Asheville, thus bringing a personal as well as business relationship between bank and its customers. During the time he was office manager of the West Asheville Drive-In Branch of the First National Bank, it is safe to say that Mr. Cole visited about every home in West Asheville, acquainting its residents with the various departments of the bank.

About a year ago Mr. Cole was promoted to his present position, that of Special Internal Operations Official with the First National Bank and Trust Company.

Mr. Cole is a charter member and the original treasurer of the Lions Club, Candler, and was active with this club until he helped to organize the West Asheville Lions Club in 1951, in which he is charter member, its charter secretary, past vice-president, and past treasurer, now president.

Interested in civic and welfare

ical variety.

The West Asheville Business Association is losing no time in arranging for appropriate pre-Christmas street decorations along Haywood Road. Troy White and J. M. Harris, Jr., were named a committee to line up something real good. The suggestion has been made to offer a \$100.00 prize for the best business window display during the holidays and an award of \$25.00 for the best residential Christmas decoration. We need the Christmas spirit the year around and are glad to see it in evidence during this hot August weather.

A neighborhood gesture that is sure to be appreciated as the offer of the West Asheville Business Association to donate \$25 each to the Leicester community fair and the Candler fair. Such a decision will pay dividends in good will.

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



JACK COLE

Mr. Jack Cole, president of the West Asheville Lions Club, is Special Internal Operations Official with The First National Bank and Trust Company, Church street, and its branch offices at Biltmore, West Asheville, and V. A. Division of Oteen and Swannanoa. His duties include inner office communications such as working with the various departments in their relations with one to the other.

The son of Mr. and Mrs. Ben H. Cole, Jack was born in Candler and it is interesting to note that he is still living in the same house in which he was born in 1919. His mother's (the former Miss Opal Gaston) ancestors first settled in the Candler area around the American Revolution era, and

works, the principal activity of the Lions club is working with the blind. Other activities include street light improvement, etc.

The Community Center on Haywood road was recently given a piano by the West Asheville Lions Club. Here under the direction of Mrs. Hal Young, "teen-agers" have their meetings three evenings a week. Clubs including the West Asheville Business Association and West Asheville Lions Club also hold their meetings at the Community center.

The West Asheville Lions Club was also instrumental in organizing the Biltmore, Haw Creek, Woodfin, and Valley Springs Lions Clubs.

Mr. Cole is an active member and past secretary of the West Asheville Business Association. He takes an active part with the banking organization, the Local Chapter American Institute of Banking.

Mr. Cole has one sister, Mrs. Alice Iarussi, head of the Economy bookkeeping department of the First National Bank and Trust Company; and one brother, Ben G. Cole, assistant Plant Manager of the Beaumont Mills, Cheedressburg, Alabama.

He is past Sunday school sup't. and member of the Mountmorenci Church in Candler, and Mr. Cole is an original member of the West Asheville Memorial Post of the American Legion 391, and he has served on the Firing Squad of this Post.

Hobbies. Music, photography.

West Asheville Can Support Claim Of Being Religious Center Of City

After looking at the spires breaking the skyline, West Asheville people are starting to describe their community as the religious center of Asheville.

Supporting this claim is the existence of at least 23 churches, with one new building under construction and another planned.

This total figure must be prefaced by the phrase "at least," for the unofficial count could have missed some of the smaller chapels in the residential areas.

All this means that members of every major denomination, with the exception of the Jewish faith, and many of the smaller sects can attend their own services without having to cross the West Asheville bridge.

Of the 23 churches, 18 are for white congregations, five for Negroes.

Besides having probably more churches for its size than any similar community in the state, West Asheville also has four of what one pastor termed "the larger" Baptist churches of Greater Asheville.

Only the First Baptist, of Asheville, with its enrollment of approximately 2,400 has a larger congregation than Calvary Baptist of West Asheville.

Next in size to this denomination is West Asheville Baptist, with 1,300 worshippers, followed by the Craven Street Baptist, with 700 to 800, and Grace Baptist Church organized two years ago, with a roster of between 500 and 600.

The Grace Church was formed by a group of members of the Calvary Church.

The community also is the home



ABOUT TWO MONTHS from now, parishioners and Sunday school students of 18-months-old St. George's Episcopal Church will be using this \$15,000 one-story building in Malvern Hills. The congregation of approximately 50, making up West Asheville's first Episcopal church, currently attends services and Sunday school in the club house of the West Asheville Memorial American Legion Post. (Citizen Photo)

of Greater Asheville's second largest Methodist Church, which is also one of the oldest in the city.

This venerable institution, organized nearly 150 years ago, has approximately 1,500 members—second in number only to Asheville's Central Methodist.

Approximately a dozen other churches of West Asheville count 100 or more members:

West Asheville Presbyterian, 600; Church of God, 500; Wesleyan Methodist and Abernathy Methodist, 300 each; Peoples' Methodist, Malvern Hills Presbyterian, St. Joan of Arc Catholic, 200 each; Piney Grove Baptist, 100 to 200; Riverview Baptist and Sulphur Springs Park Baptist, approximately 100 each.

The Horney Heights Free Will Baptist has nearly 100 in its congregation, and the Sand Hill Baptist Church on Sand Hill Road organized only last year has approximately 50.

Figures for the churches organized for the Negroes of West Asheville were not available.

Two of these are Methodist, two are Baptist.

Among the white congregations of West Asheville, two—the Jewish and the Mormons—must cross the river to Asheville to worship.

But some time in the near future, the Mormons won't have to make the trip.

A lot at the corner of Haywood and Beverly bears a sign that announces the land as the site of the future home of the church in West Asheville.

In about eight weeks, members of West Asheville's first Episcopal church will attend services in their

own brand new \$15,000 building in Malvern Hills between Mimosa and School Road.

Actually, this new structure, which was in the masonry-laying stage early this week, is planned for St. George's Episcopal Church Sunday school building.

But when it's completed, services will be held in the ground-floor room and Sunday school classes in the basement.

This, however, is just the first building of two scheduled to be erected on the property.

A church will be built later. Officials said the Sunday school was being built first so that by checking attendance and other figures they could determine how large a church the congregation actually would need.

Currently St. George's congregation of approximately 40 and its Sunday school enrollment of 30 are using the rooms of the West Asheville Memorial American Legion Post at 831 Haywood Road.

The church for West Asheville

was organized a year ago last January, with 26 charter members enrolled.

Actually, church officials estimate some 350 families of West Asheville are Episcopalian, with the vast majority attending churches outside of the community.

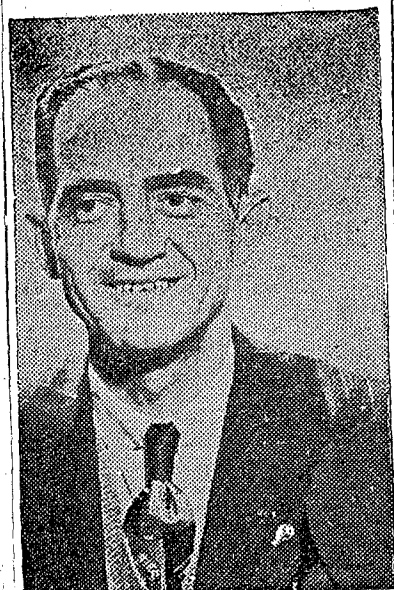
Though the number of churches and their attendance is rather impressive now, it promises to be even more so in the future.

With West Asheville's population steadily increasing, enlargement of existing church facilities and the construction of new ones in the community appears inevitable to laymen and pastors.

Some citizens, in fact, are even forecasting that West Asheville eventually will supplant Charlotte as the nation's top community in reference to the number of churches in proportion to population.

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



BEAMAN PINNER

Mr. Beaman Pinner, owner and operator of Pinner's Drug Store on Haywood Road, was recently elected president of the West Asheville Business Association which consists of business men and business women in West Asheville, and is, as the name implies, an organization dedicated to the promotion of business, improving civic and welfare activities that proves beneficial to all concerned. Among its many civic activities, this organization is responsible for the most attractive lights along Haywood Road during the Christmas season.

Mr. Pinner has been in the drug store business since his graduation from Newberry college in Newberry, South Carolina. He came to Asheville soon after he received his degree and for six months was associated with his uncle, Roy Johnson in Johnson's drug store, then he took eight months leave and was associated with the Norwich Pharmaceutical Co. in New York City for about eight months, and after that returned to Johnson's drug store where he was associated until he opened his own drug store at the corner of Woodfin and Market Street in 1933. He moved Pinner's drug store to its present location in 1941.

The son of the late Dr. Z. T. and Mrs. Pinner, he was born in Pomaria, South Carolina and received his preparatory education in its schools. Pomaria is a short distance from Newberry where he received his college education.

Mr. Pinner's father, the late Dr. Z. T. Pinner, received his M.D. degree from the U. S. Grant University, college of Medicine, in Chattanooga, Tennessee in 1905, and practiced medicine in and around Horseshoe for a short time. He then opened his practice in Pomaria and shortly afterwards married his Asheville sweetheart at the home of relatives in Spar-

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Malvern Hills Pool Opened For Season

Playground And
Tennis Court
Attract Youth

West Asheville's summer playground—the Malvern Hills swimming pool and recreation area—opened yesterday for the season.

From now until late summer, West Asheville residents may swim, play tennis, pitch horseshoes, throw a picnic or turn their children loose among the swings, see-saws and slides.

The pool is managed by Herb Coman, athletic director of Asheville-Biltmore College. It is staffed by four life-guards: Dan Glenn, who also serves as assistant manager, Ann Williamson, Dick Hendon and Charles Hunt. All the life-guards hold senior Red Cross life-saving certificates, and three are on duty at all times at the pool.

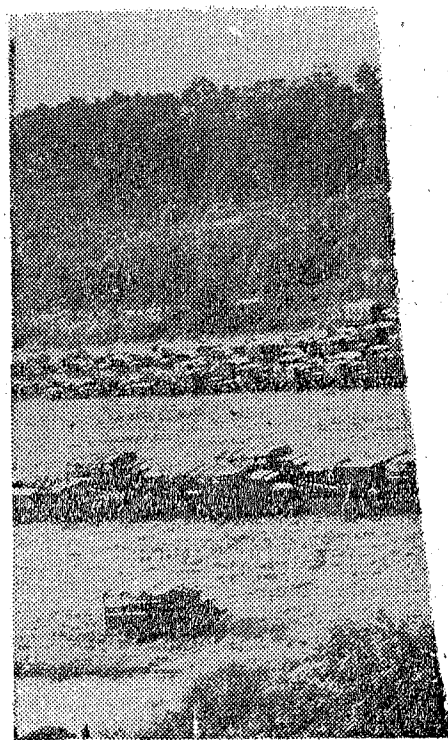
A total of 17 persons are employed either as life-guards or to keep the playground and picnic facilities operating. The pool and recreation area are open from 10 a. m. to 7 p. m., Monday through Saturday and from 1 p. m. to 7 p. m. on Sunday. There is no charge for use of the swimming pool on Mondays, Tuesdays and Thursdays. Other days admission prices are 12 cents for children and 18 cents for adults.

The recreation area contains eight picnic tables and fireplaces, swings, slides and see-saws, two tennis courts and a horseshoe court.

The pool and recreation area were built and opened in 1936 as a WPA project. It is operated as a part of Asheville's city parks system, headed by Harry K. McDonnold.



COME ON IN, THE WATER'S FINE—The Malvern Hills swimming pool and recreational area opened for the season yesterday and several hundred persons were on hand to take a cooling dip in the pool.



AN ENTIRE REGIMENT bivouacked at Carrier Field and prepared to leave down on the way back to its base.

Handte At 87 Alert Trader

By C. R. SUMNER

Jacob S. Handte started working with seeds when he was seven years old and today, at 87, he is still at it and having fun.

There is something about the great potential of seeds that has always fascinated him. In his lifetime he has seen many changes in the way seeds are handled and has watched the encroachment of almost countless aphids, bugs, lice, worms and other pests upon the serenity of the garden operation.

Just now, Handte is owner-manager and general factotum of the Seed Store at 771 Haywood Road. He makes his home with his daughter, Mrs. Elta Handte Blanchard at 77 Blue Ridge Avenue.

A native of Lisbon, Ohio, where he was born Oct. 27, 1868, Handte has during his life seen 18 Presidents of the United States elected. His father, John M. Handte, was a florist and had a greenhouse adjoining his home in Lisbon. It was natural then for Handte to take to flowers and growing things.

When he was a youngster, one of his chores was to get up at 5 o'clock and go to the pasture and drive the cows in for milking and then drive them back to the pasture again before going to school.

He says he never had any trouble waking up because he was always ready to go.

Came Here In 1907

When he was 15 years old he got a little job with a big seed company, the L. Templin organization at Calla, Ohio. During this time he had plenty of opportunity to learn from the ground up scores of "do's and don'ts" about growing things.

It was in 1907, after he had spent some 25 years on the job with Templin that Handte, his wife and daughter came through Asheville bound for Florida. They decided to stop off here a week and were so delighted with the climate that they have been here since.

Handte is proud of the fact that he has never smoked tobacco and has never consumed a bottled beverage. He is not trying to set any kind of record. It is simply that he is just that way.

For some years he has made his home with his daughter, Mrs. Blanchard, a well-known musician, music teacher and composer. He is a faithful member of Centra Methodist Church and takes his post faithfully at the South door each Sunday to greet friends and visitors.

Handte says that the big change in the seed business since he first became interested some 80 years ago has been the rise of the importance of chemicals in gardening and farming. Not only do they greatly influence the fertility of the soil but they also serve to keep a road block on countless bugs and pests that continually attack growing things, he said.

Does Most Of Work

These pests have appeared during his lifetime, he said, but he is not sure just where they came from. Chemicals make it possible to keep them under practical control but it still takes a bit of doing.

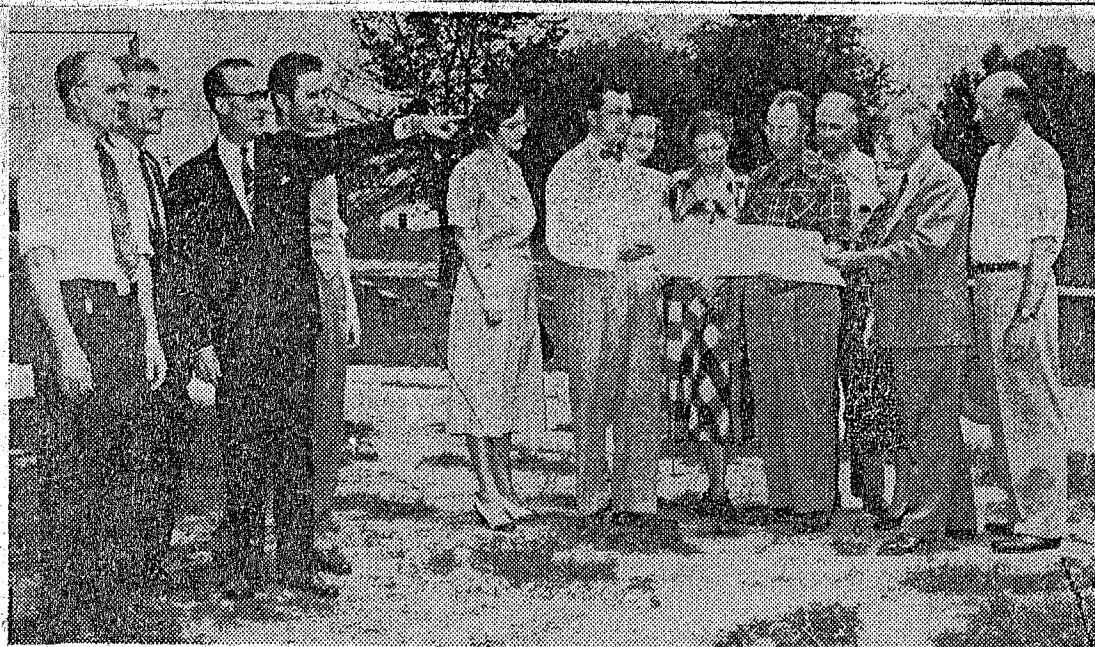
He cited the black "Thrip" insect on gladiolas which keep them from opening, the Japanese beetles, the potato beetle, the bean beetle, the tomato blight, a sort of mildew, and the cabbage worm as examples of the several hundred pests that may attack garden and farm production.

Already, he reported, he is making preparations to handle the spring sale of seeds. He does all of the work at his store himself, except a little part-time sacking of seeds for spring handling. For this he pays out about \$50 annually and that is his whole labor cost in his store operation.

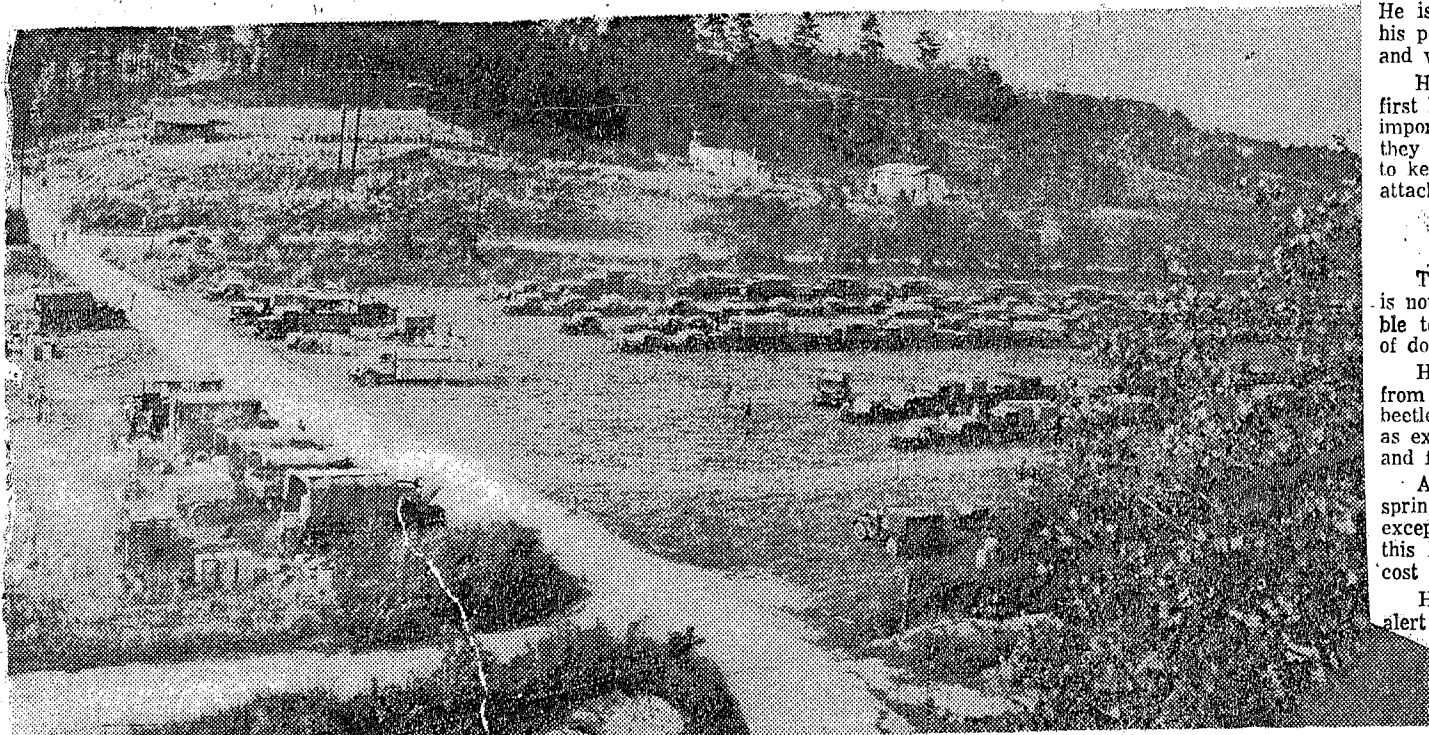
He has a wonderful time with his work and is still bright alert and full of energy.



JACOB S. HANDTE



EDUCATION UNIT—Plans for the new \$200,000 educational building at Calvary Baptist Church were discussed at a meeting this week. Shown on the site are a group of interested persons from the church with the architect, W. E. Freeman of Greenville, S. C. From left to right are J. L. Lawrence, J. C. Greenwood, W. C. ~~Handte~~, superintendent of the young people's department; Charles Potter, Mrs. B. R. Bellflower, Freeman, Mrs. E. V. Hawkins, secretary of the building committee; Mrs. O. V. Himes, superintendent of the primary department; Carl M. Logan, chairman of the building committee; Wade M. Steelman, chairman of the plans committee; Mrs. W. C. Horton, the Rev. J. Lester Lane, pastor, and J. H. ~~Blanchard~~ general superintendent of the Sunday school.



Broad River in West Asheville. The regiment served as part of the "aggressor forces" in the recent Operation Southern Pine at Fort Biagg. The group, numbering some

1,500 men, was scheduled to begin leaving the city at 1 a. m. and to clear the camp area by 5 a. m. (Citizen Photo by Bill Warren)

Shoppers who are dollar wise always find their best buys in West Asheville.

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PRESIDENT
J. L. LAWRENCE
VICE PRESIDENT
L. A. FORTUNE
C. W. CHAPMAN
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Jack Cole
H. T. Atkins
E. L. Pinner
Fred Russell
Joe Harris

I M P O R T A N T N O T I C E

Gentlemen:

The President has requested that all members of the Board of Directors and the Chairmen of all standing committees meet Tuesday evening, September 25, in the conference room of the West Asheville branch of Wachovia Bank & Trust Company at 7:30 P. M.

He has also requested that if the Chairman of any committee is unable to attend, to make every effort to have some representative of his committee attend.

Respectfully submitted,

LAF/w

L. A. Fortune, Secretary

West Asheville Firm Invents And Markets Modern Hydraulic Engineering Devices

By C. R. SUMNER

If one of the many tobacco companies wants the world's largest hydraulic press to compress tobacco into hogsheds for storage, where does it go to get it?

The answer to that question is Standard Designers Inc., Haywood and Brevard Roads, West Asheville. There are the offices of this little company which started five years ago and did \$8,000 worth of business with two people. This year it will do \$500,000 worth of business and is employing up to 53 people.

The story of this firm is again the story of "know-how" because it is what the men who are running it know that has brought the world to their door. These are all Asheville men and the story of how they got going really one for the book.

It starts with Frank B. Fishburne, 25 Chester Place, a graduate of Lee H. Edwards High School who continued his studies at the University of Southern California at Los Angeles.

After completing high school here he worked for eight years with the Dave Steel Company where he became shop foreman. Then he had an opportunity to go with the Pacific Steel Company in California and remained there eight years. It was during this period that he studied hydraulics.

He became interested in heavy presses and gave a lot of study to what was available in this field. Returning to Asheville with some stationary for Standard Designers Inc., a name he dreamed up in California, he again made a connection with Dave Steel Company and worked in the designing room.

Then he sent out a batch of letters to firms in the South sketching what he had in mind with hydraulic presses and the letters he got back were so favorable and interested that he was able to persuade the

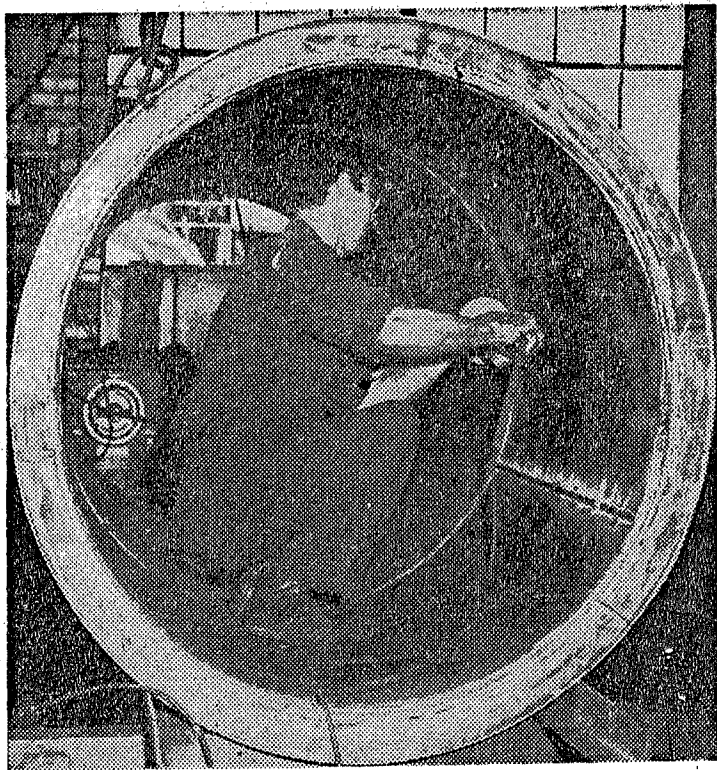
Dave Steel Company to let him sign and build a hydraulic press. This he did and it was immediately successful. The usual 200-ton press used a 20-horsepower motor. The new press was also 200 tons and it used only a 10-horsepower motor and could move twice as fast.

This was achieved through the use of nitrogen compressed in a cylinder right in the press itself. When the oil was forced in, further compressing the nitrogen, it was possible to get 1,000 pounds of oil pressure. Meanwhile Fishburne was itching

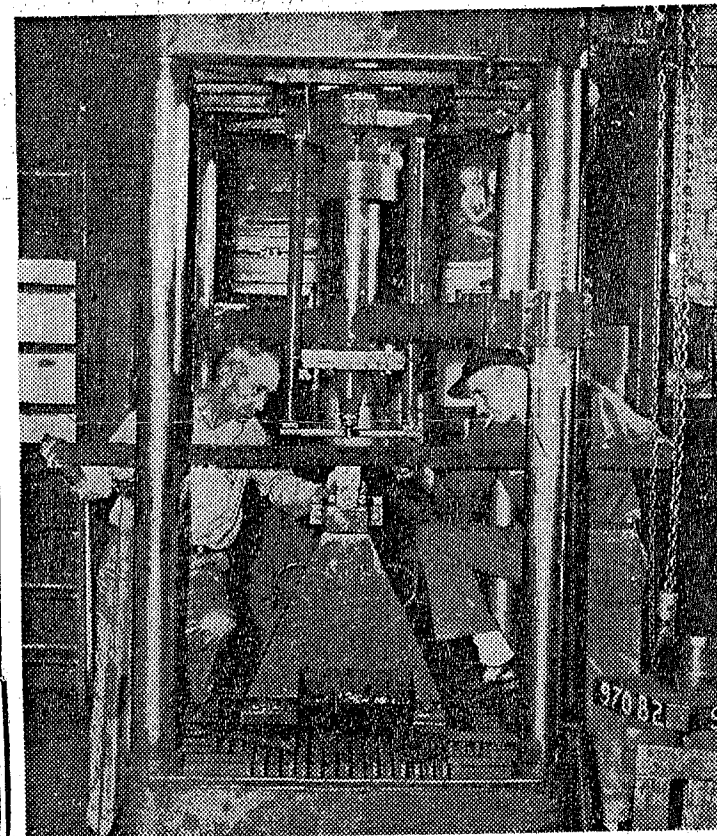
to get his own company going. He got his brother and his brother-in-law to pay in \$100 each and as an engineering firm, all on an overtime basis. The first year the company business amounted to \$8,000. The second year it went to \$33,000, the third year to \$175,000 and the fourth to \$500,000.

During this time the work covered a variety of fields, including not only machine tool work but also textiles and finally tobacco and is in the latter that Standard Designers has been able to give some of its old-line competitors a fit

The reason is simple enough. It is a state but really difficult to



CHARGING CHAMBER, being built for a Canadian tobacco company by Standard Designers Inc. at its plant on Brevard Road, is shown getting some of the finishing touches. Tobacco placed in this tube which stands in a vertical position is rammed into a hoghead below by a single thrust of the huge piston on the hydraulic press. This one operation fills the entire hoghead. The old method was to tramp the tobacco in place with the feet. (Citizen-Times Photo)



HYDRAULIC PRESS of the type developed by Standard Designers Inc. for use by various tobacco companies is shown in use in the company's shop on Brevard Road. The tobacco presses are the largest of the kind in the world and operate on entirely new design. In the picture, L to R, are E. E. Powell, shop superintendent, and Albert Lanning, master mechanic. (Citizen-Times Photo)

comply. When a process is perfected and patented the firm receiving the patent has 17 years in which to exploit its device.

Standard Designers has a robust policy of encouraging new ideas. When any employee comes up with a new idea for a gadget or a design, it is looked over thoroughly and if it appears to be patentable application for such a patent is made. Then the employee is paid a royalty on each use of that patent in addition to whatever salary he may be receiving.

In addition to Frank B. Fishburne, who is president, other officers of the company include: Bill Rice, who is vice president and chief engineer; Harold Watkins, treasurer; Harold Horton, vice president in charge of sales; and Mrs. Frank Fishburne, secretary.

Charles C. Fishburne, brother of the president of the company, is in charge of the recently opened service office in Durham.

One of the innovations pioneered by this company is the overhead press for putting tobacco in hogheads. Instead of having to work with a pit installation, the new design made possible a portable press which would be moved to another plant instead of being limited to a brief seasonal operation in one location.

Replacing the system of rotating the hoghead on the turntable to permit packing around the edges to avoid "cold spots," where the steam did not reach the core of the tobacco in processing, this company developed a rotary strip packer which allowed the hoghead to stand still, eliminated the complicated bearings on the turntable, and still achieved the rotary packing principle with the tobacco.

Other improvements include the development of a long cylinder from which the rotary-packed tobacco may be shoved into the hoghead with one stroke of the press instead of four or even more commonly used. This machine has entirely eliminated the "strip walker" formerly used to tramp the tobacco into the hoghead with his feet.

Frank Fishburne has received one patent and has six on which applications are pending. Rice has one patent pending, a device for making the fitting of the hoghead to the bottom of the steel tube a flexible operation through the use of an iris that does its own fitting.

All in all the operation looks like one in which every member of the company and every employee is on his toes for new ideas and new ways of doing things.

"We have tended to eliminate competition by offering something so new and superior in design and operation," Fishburne said, "that the customer could not afford to pass it up."

This does not mean that everything has been smooth sailing because in a company working almost entirely in the experimental field

there are bound to be setbacks. Some of these were worked out through redesigning or the use of raw materials while the installation was actually in progress. In one case serious difficulty arose over as simple a thing as the difference in the chemical composition of water in Asheville and in the city where the installation was made.

All of this is just part of the business of being on the frontier of modern hydraulic engineering. The company has purchased seven acres of land with railroad facilities and there is the dream of a larger plant with more facilities. But since this company has been built and developed on dreams that come true that should not prove too difficult.

Kindergarten Sponsored By Presbyterians

Thirteen is not an unlucky number at the kindergarten sponsored by the West Asheville Presbyterian Church. It is the number of children enrolled, as this article is written. This is believed to be the only church-sponsored kindergarten in operation here now.

The school takes children from four to five years old and the cost is \$10 per month plus 10 cents a day for a bottle of milk which is served at 10:30 o'clock.

The work that is being done in the beginners Sunday School room which is a separate building from the church. It is heated by oil and the class is operated from 9:30 until 12:30 o'clock each week day except Saturday.

Teaching this kindergarten group are Mrs. J. A. Anderson and Mrs. Roscoe Breazeale. Both have had long experience in church work and they are approaching the kindergarten problems somewhat from the angle of a Bible school.

No school work, as such is being done. Most of the children are being taught to count up to 20, but that is all. The work runs along the lines of coloring, drawing, painting, modeling with clay, and the preparation of a scrapbook just at present.

Devotional exercises are held each morning, with a Bible story, Bible verses and songs of interest to children of that age.

A most exciting phase of the work being done is the nature study in which the children bring in specimens to the studied. The current collection includes two butterflies, a grasshopper and a caterpillar. All of these were found by the children themselves.

The next major project is the planting of some bulbs designed to produce flowers. This will be followed by a collection of leaves with a view to learning the identity of the various trees and bushes.

Also on the list for study is the question of birds. A bird feeding station will probably be established and an attempt made to identify the birds common to this section as they actually appear. Such regular visitors as robins, juncos, titmice, nuthatches, thrushes, mocking birds, brown thrashers, wrens, and the various sparrows are among those they will be watching for this fall.

WEST ASHEVILLE BUSINESS ASSOCIATION.

The Board of Directors met at the call of the President at the office of the West Asheville branch of the Wachovia Bank & Trust Company at 7:30 P. M. on Tuesday, September 25, 1951.

Roll call indicated E. B. Roberts and L. A. Fortune present as directors; Fred Russell, Beaman Pinner and Arlene Young present as committee representatives, and Mr. Jack Fortune.

The minutes of the August 27 meeting of the Board of Directors were approved as mailed.

Mr. Loyd Leonard of Radio Station WISE was presented by the Promotional & Improvement Committee and submitted a proposition involving the participation by members of the Association in a radio advertising campaign to run for a minimum of seven and a half weeks. These programs would be remote pick up tape recordings of five minutes each to be prepared in the places of business of the participating members, and would cost fourteen dollars each. Mr. Leonard requested the endorsement of the Board of Directors, and the Secretary was directed to submit a letter to Radio Station WISE which might be used in the solicitation of subscribers to this promotion. The Secretary was also directed to supply Mr. Leonard with a copy of the Association membership roll.

Jack Fortune reported for the Improvement & Promotional Committee that the matter of holiday lighting of portions of Haywood Road had been developed to the following stage: pledges have been obtained for \$610.00 from merchants in the area outlined by the City Electrical Department, and a letter has gone from the Association to Mr. Charles E. Dermid, Director of Public Safety authorizing the City of Asheville to buy such equipment as would be necessary for the erection of this lighting. A letter of acknowledgment has been received from Mr. Dermid in which he indicated that going ahead with the project would be dependent on the availability of critical materials, but that immediate steps would be taken in this direction.

Dr. Beaman Pinner expressed the opinion that it might be possible that members of the Business Association not immediately in the area outlined for the erection of holiday lighting might be offended since they were not solicited by the Committee, and suggested that they at least be advised of the action taken by the Board at the last meeting, and of the activities of the Committee in this project. It was pointed out that the cost of this project was to be borne entirely by merchants in the area effected, and not to be drawn in any manner from the Association treasury. The President directed that the Improvement Committee use extreme care in the presentation its report at the next regular meeting in order that the whole membership of the Association would be aware of the work that has been done, both by the Holiday Lighting Committee and the Improvement Committee.

President Roberts reported that the Association had been invited by Mayor Eller to the grand opening of the Asheville Armory, which is scheduled for some time in October. The suggestion was made that the Association spend not more than \$60.00 to furnish an orchestra for this opening, and the Board of Directors voted unanimously to approve this suggestion with the provision that it be submitted to the October meeting of the Association for full approval.

President Roberts announced that since meeting nights for the Board of

Mr. Troy White introduced Mr. J. D. Brown, Director of Public Safety, of American Enka Corporation, who presented a very provocative movie program on community safety and also automobile safety. The titles of the motion pictures were "Miracle of Paradise Valley" and "Driving to Death".

There being no further business to come before the meeting, it was adjourned.

High Officials To Attend Dedication Of Armory

Some of the leading U. S. military and defense officials and Governor W. Kerr Scott will be featured speakers at the dedication of the new \$250,000 Asheville Organized Reserve Corps Armory on Louisiana Avenue October 27.

They include: Dan K. Edwards of Durham, assistant U. S. Secretary of Defense; Lt. Gen. Robert L. Eichelberger of Asheville, retired U. S. Eighth Army commander; Lt. Gen. John R. Hodge, Pacific combat veteran who commands the U. S. Third Army; and State Adjutant General John Hall Manning of Raleigh, former commander of the N. C. National Guard's 30th Infantry Division.

The program was announced yesterday by Maj. Wayne D. Smith, Korea combat veteran who now serves as senior ORC unit instructor here.

The ceremonies will open at 3:45 p. m., with the traditional

military retreat parade set for 5 p. m.

The program will close with a dance starting at 8 p. m.

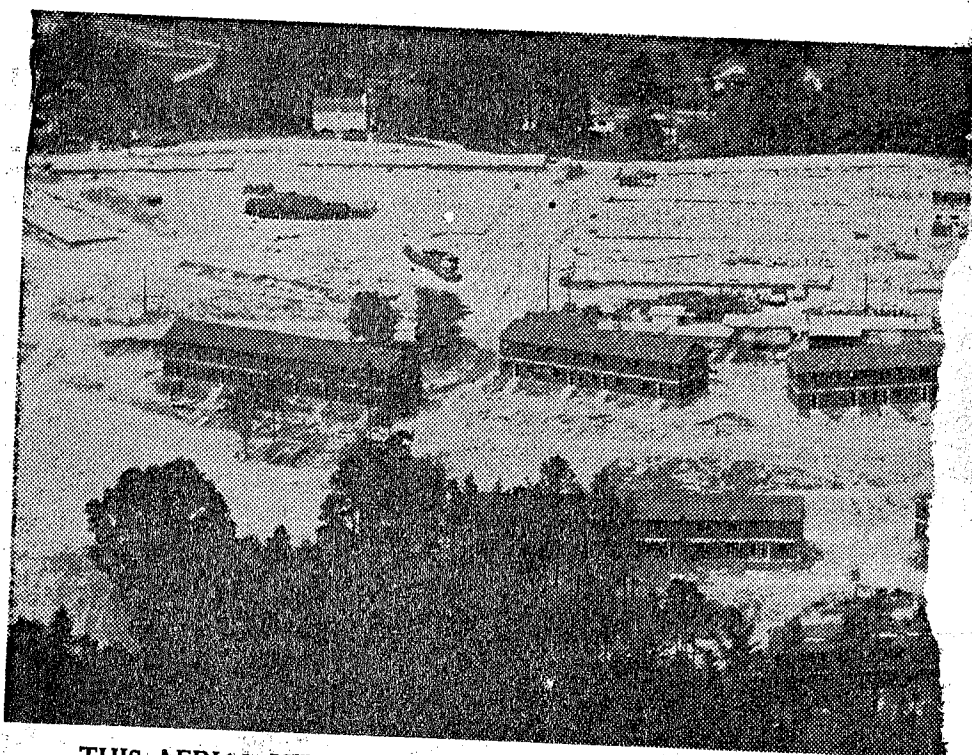
Maj. Smith also said it will be open house all day in the new building.

Gen. Hodge led U. S. troops through the bitter jungle fighting that marked the early Allied counter offensive against the Japs in the Pacific war.

He commanded the Americal Division which relieved the Marines in the battle for Guadalcanal and, after finishing the campaign, transferred to command the 43rd Infantry Division which fought through the Bougainville and Munda campaigns.

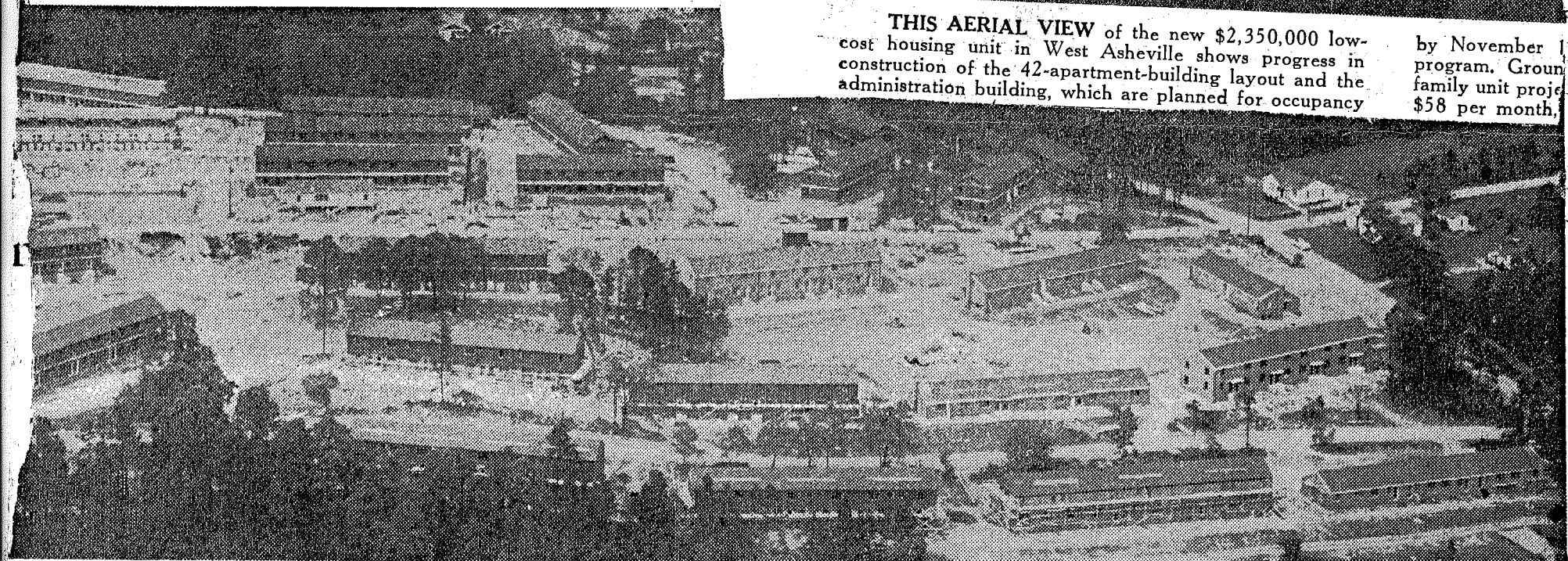
He later commanded the XXIV Corps whose troops drove the Japs out of southern Luzon and helped liberate Manila, then led the Corps to Korea to start the American occupation of the peninsula.

(17)



THIS AERIAL VIEW of the new \$2,350,000 low-cost housing unit in West Asheville shows progress in construction of the 42-apartment-building layout and the administration building, which are planned for occupancy

by November 1 program. Ground family unit project \$58 per month.



8 as part of Asheville's slum-clearance d was broken February 6 for the 262-ct which will rent tentatively from \$22 to including all utilities, depending on the

incomes of the renters and regardless of the unit size. Apartment sizes include 32 one-bedroom units, 124 two-bedroom units, 68 three-bedroom units and 38 four-bedroom units, each apartment including kitchen with din-

ing nook, living room, bath, closets and utility closets in addition to the bedrooms. As yet unnamed, the 30.52-acre tract is bounded by Hanover, Michigan, Stewart and Grenada and is near both Eugene Rankin School and Hall Fletcher Junior High School. (Citizen Photo by Malcolm Gamble)

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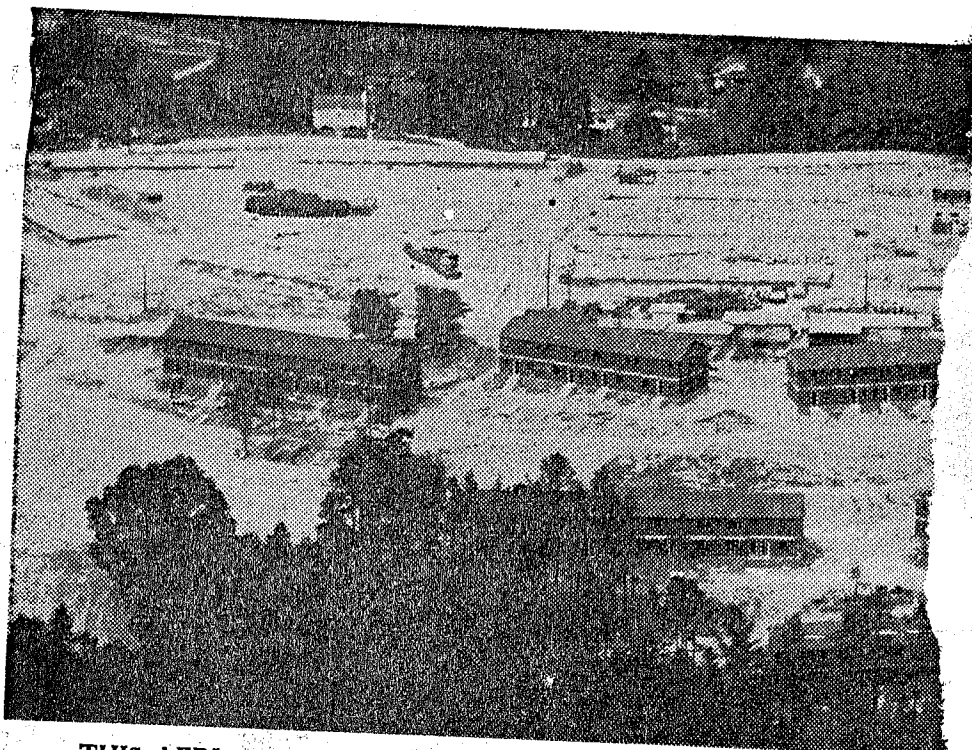
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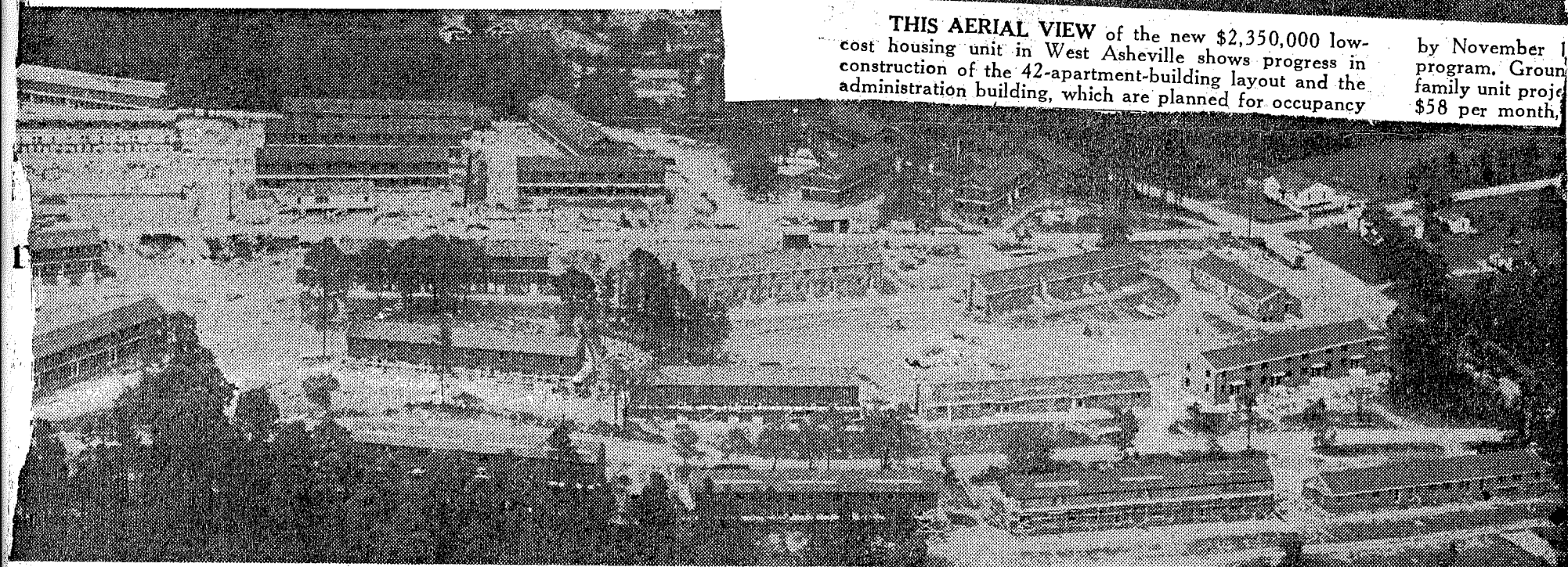
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MINUTES OF THE BOARD OF DIRECTORS OF THE WEST ASHEVILLE BUSINESS ASSOCIATION

The Board of Directors met at the call of the President at the office of the West Asheville branch of the Wachovia Bank & Trust Company at 7:30 P. M. on Thursday, November 1, 1951.

Roll call indicated the presence of Directors E. B. Roberts, J. L. Lawrence, L. A. Fortune, John B. May, G. A. Sheider, Robert Groce, and of Committee Chairmen S. J. Fortune, J. H. Parris, Jack Cole, H. T. Atkins and Fred Russell.

The minutes of the September 25 meeting of Board of Directors were approved as mailed.

H. T. Atkins reported for the Constitutional & Bylaws Committee a recommendation amending Section 12 of the Association constitution to provide for membership dues of two dollars per month, with the provision that this payment of dues shall cover the cost of meals served at dinner meetings. This proposal was discussed and on motion from J. L. Lawrence with a second by Jack Cole, it was unanimously approved. Mr. Atkins was directed to prepare a final draft of the amendment for reading at the next regular meeting of the Association.

Another amendment to the constitution was proposed to the effect that article 2, section 9 be revised to provide for the appointment of the Nominating Committee (whose duty it is to nominate the fifteen candidates for the Board of Directors) by the President of the Association. On motion from J. L. Lawrence, with a second by Jack Fortune, Mr. Atkins was directed to draw such an amendment and subject to the approval of his committee to present it at the next regular meeting of the Association for consideration by the membership.

J. H. Parris reported that some "working" members of the Association had requested our dinner meeting be moved to 6:30. It was the opinion of those present that this change of meeting time would work serious hardship on members whose businesses are open until 6:30, and it was decided to leave this meeting time as presently scheduled at 7:00 o'clock.

Mrs. Young reported for the Membership Committee that Mr. W. A. Shelton of Orkin Exterminating Company was recommended for membership in the Association. The Board voted unanimously to approve this application for membership, and directed the Secretary to so notify Mr. Shelton by letter.

H. T. Atkins reported for the Constitutional & Bylaws Committee that the practice of not checking the membership roll for attendance at regular meetings was contrary to constitutional provision, and recommended that some system of registration of attendance be worked out by the Secretary.

Jack Fortune reported for the Improvement Committee that the City has almost completed the erection of holiday lighting in the West Asheville area and commended the Board's thanks to those committeemen who had worked so hard in soliciting pledges for financing this project. He also reported that his committee recommends the development of a home decoration contest in West Asheville for the holiday season, and suggested that the Association offer as prizes fifty dollars, thirty dollars and twenty dollars to the three West Asheville residents having the handsomest Christmas decorations. On motion from Jack Fortune with a second by G. A. Sheider, this report was unanimously approved, and the President directed that the Beautification Committee of the Association assume responsibility for the administration of this project, provided that this expenditure is approved at the next regular meeting of the Association.

Jack Cole reported for the Program Committee that the Annual Meeting program could be planned around the election of the new Board of Directors, and would include a resume of the activities of the Association by the retiring President.

There being no further business to come before the Board, the meeting was adjourned.

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MINUTES OF WEST ASHEVILLE BUSINESS ASSOCIATION

ON

The Annual Meeting of the West Asheville Business Association was held November 6 at 7:00 P. M. at the West Asheville Masonic Lodge, President E. B. Roberts presiding.

The President turned the meeting over to H. T. Atkins, Chairman of the Constitutional & Bylaws Committee for the purpose of conducting the election of the 1952 Board of Directors. Nominations were called for from the floor to replace the name of E. B. Roberts on the slate of candidates submitted by the Nominating Committee, since the retiring President automatically serves as a member of the 1952 Board. Fred Severance nominated Dan Judd as the fifteenth candidate.

The Constitutional Committee reported to the President after a tally of the ballots the new Board of Directors will consist of:

H. T. Atkins
A. C. Weddle
John B. May
Dan Judd
C. W. Chapman

This Board to take office immediately and to nominate new officers for the Association prior to the December meeting in order that a general vote may be taken at that time.

Troy White as a representative of the Program Committee presented an quartet from Calvary Baptist Church who sang several spirituals and secular numbers.

The minutes of the October 2nd meeting were approved as mailed. The Treasurer's report indicated a current balance of \$619.10.

Jack Fortune reported for the Improvement Committee that holiday lights were now up and would be turned on some time during the month of November, and indicated that the telephone company and the city electrical department were working out differences regarding cable locations on poles belonging to the telephone company.

President Roberts reported that the city council has awarded a contract for the construction of the West Asheville fire station and library combination, to be erected on Haywood Road at the corner of Clinton Avenue, and that construction would begin in the near future.

Jack Cole reported that approximately eleven hundred electricity and water bills were being paid each month at the West Asheville Branch of the First National Bank.

J. H. Parris expressed the appreciation of the House Committee to those who were mailing dinner reservation cards, and suggested that others also try to get cards in prior to meeting time in order that the proper number of plates could be prepared.

Mrs. Helen Cashion reported for Beautification Committee the residential holiday decoration contest for which prizes had been approved by the

asurer



THE WEST ASHEVILLE BUSINESS ASSOCIATION

Takes this occasion to congratulate citizens of the Leicester area on the opening of the LEICESTER - ASHEVILLE Highway which connects with the new Patton Ave extension through West Asheville.

The new highway affords time-saving, year-around access to West Asheville Stores. Unlimited parking space combined with quick and courteous service — not to mention wide selection of stock and LOWER PRICES — assure complete satisfaction.

WE WANT TO MEET OUR OLD FRIENDS AND MAKE NEW ONES.

THE WEST ASHEVILLE BUSINESS ASSOCIATION COMPRISES 150 CIVIC AND BUSINESS LEADERS OF THE COMMUNITY WHO HAVE A CONSTRUCTIVE PROGRAM TO BENEFIT NOT ONLY WEST ASHEVILLE BUT ADJACENT TERRITORY.

JOHN LAWRENCE, President DAN FOSTER, Vice-President JACK COLE, Secretary MRS. ARLINE YOUNG, Treasurer



TRADE IN WEST ASHEVILLE

W. ASHEVILLE BUSINESS ASSOC. SPONSORS CHRISTMAS CONTEST

West Asheville will have its first Christmas Decoration Contest this year sponsored by the West Asheville Business Association. There will be one hundred dollars in prizes with \$50 as first prize, \$30 second and \$20 third prizes. Mrs. Gwendolyn Bordner is chairman of the committee which includes Mrs. Helen Cashion and Fred Russell. Any resident of West Asheville can qualify for this contest. Entry blank will be found on page one of this newspaper. Contestants should fill out blanks and give them to any West Asheville merchant who is a member of the Business Association.

Points to be considered in awarding prizes will be attractiveness, originality and arrangement of color and lighting in keeping with the Yule Tide Spirit.

The rules are as follows:

1. All entries must be made on an official entry blank secured from a local newspaper or any West Asheville firm belonging to the West Asheville Business Association.

2. Decorations will be judged

(Continued on back Page)

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ASHEVILLE CITIZEN, ASHEVILLE N. C.
Friday, December 28, 1951

W. A. Beltz Wins First Place In Home Decoration Contest

Winners in the West Asheville Christmas decoration contest were announced last night by the judges and the committee in charge.

William A. Beltz, 130 School Road, was first place winner, with Christmas decorations which bore out the religious as well as the Santa Claus theme.

Second place winner was H. O. DeLoach, 93 Bear Creek Road, with a "Merry Christmas" theme, and third place winner was Mrs. Albert Lee Johnson of 15 Nevada Avenue, who had a manger scene in the yard.

Honorable mentions included the Wise Men scene of J. C. Johnson, 61 Dorchester Avenue, and the Christmas card decorations of Mrs. Felix Bumardner, 92 Ormond Avenue.

Participants in the contest were Molly Anna Cashion, 31 Ridgellawn Road; C. A. Rudisill, 355 Haywood Road; Roy Ballard, 1711 Haywood Road; Beverly Jo Fortune, 40 Westwood Place; Miles B. Walker, 38 Fairfax Avenue; Mrs. Fannie Jenkins, 33 Nevada Avenue; Mrs. O. W. Wilkerson, 169 Louisiana Avenue; Mrs. C. M. Morgan, 70 Lanvale Avenue; Mrs. Clyde Kinser and her sons, 132 Vermont Avenue; Mrs. Glen Harris, 120 Vermont Avenue; Mrs. Charles R. Hensley, 46 Blue Ridge Avenue; Mrs. C. D. Johnson, 21 Blue Ridge Avenue; C. W. Ballard, 72 Trotter Place; Miss Alice Pollard, 90 Cranford Road; Mr. and Mrs. J. C. Bannister, 14 Wil-

West Asheville People Show Interest In Outdoor Contest

West Asheville residents are showing considerable interest in the outdoor decoration contest for

About 50 persons already have indicated their intention to participate in the competition, according to Mrs. Helen Cashion, a member of the committee on arrangements.

Although many of the displays will involve the use of lights, special lighting effects are not required for entries to be considered, she said. Any type of outdoor decoration will be eligible for prizes.

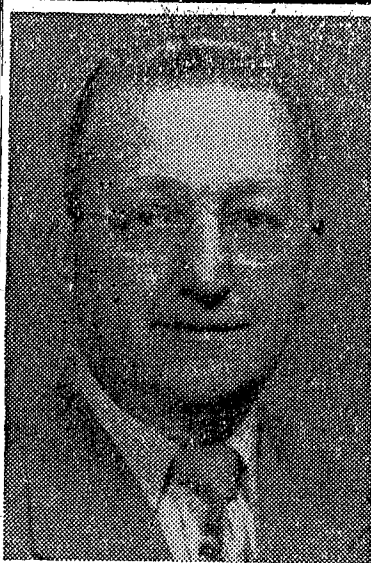
Entry blanks are available from merchants who are members of the association. After they have been filled out, they must be returned to the business establishments where they were obtained. The committee will then collect them from the merchants and place the entry blanks in the hands of the judges.

Judging will take place on December 23 and 24. The judges are Miss Gertrude Ramsey of The Asheville Citizen; Ralph Hollars of Radio Station WWNC, president of the Asheville Art Museum, and Al Erik Fris of Fris Advertising Agency, president of the Asheville Artists' Guild.

The contest is a part of the community Christmas celebration arranged by the business association. Another feature of the observance is the placing of Christmas lights on the streets in West Asheville business district.

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY
Staff Writer



Mr. Fred S. Russell

Mr. Fred S. Russell is manager of the West Asheville office of the Wachovia Bank and Trust Company.

He was born in Canton, North Carolina where he received his preparatory education. He is a graduate of Western North Carolina Teachers college at Cullowhee.

For four and a half years Mr. Russell was Tax Collector in Canton, then came to the Wachovia Bank and Trust Company and has been there ever since.

He has been associated with the Wachovia Bank and Trust Company for twenty-six years, and as he put it he began as a "runner" and has worked in almost every department. Genial Mr. Russell showed us around his bank in West Asheville. On the first floor personnel were busy in their various positions. Courteous tellers were seen serving their customers. This office has everything that one would want in doing business with a bank, including safety deposit boxes and other conveniences that mean for good business. And in addition to all this, the club room down stairs serves as a meeting place for various organizations including the West Asheville Business Mens' Club and others. This most attractive room with its fluorescent lighting, comfortable chairs and table, makes an ideal place for any club or organization in its vicinity.

When World War 1 was declared, Mr. Russell enlisted with the United States Army and for twelve months was in active service in the European theatre. Sgt Russell was with the 118 Ambulance Company, 30th. Division, organized in Canton.

Prior to World War 1, Mr. Russell served on the Mexican border with a mobilized Ambulance Company.

His wife, Mrs. Fred S. Russell is a native of York, Pennsylvania. They have one daughter, Mrs. Zoe Clayton, and they are quite proud of their little grand daughter, little Miss Clayton.

Mr. Russell is a member of the Mason Lodge, 386 Pigeon River at Canton.

Hobbys. Trout fishing and gardening.

WEST ASHEVILLE RESIDENTS CHRISTMAS DECORATION CONTEST

THE RULES

1. All entries must be made on an official entry blank secured from a local paper or any West Asheville Firm who is a member of the West Asheville Business Association.
2. Decorations considered will be judged from the outside appearance, which may include shrubs, trees, and door and window lighting, of the home where you now live.
3. The awards will be made by a committee of judges.

Sponsored by
THE WEST ASHEVILLE BUSINESS
ASSOCIATION



\$100.00

CASH PRIZES

1st Prize - - - - \$50.00

2nd Prize - - - - \$30.00

3rd. Prize - - - - \$20.00

IF YOU ARE A RESIDENT OF
WEST ASHEVILLE YOU CAN ENTER

* * * * *



L. ALBERT FORTUNE

Albert Fortune Heads W. A. Businessmen

L. Albert Fortune was elected president of the West Asheville Business Association at the organization's monthly meeting Tuesday evening at the West Asheville Masonic Temple. He succeeds John Lawrence, who was named to the board of directors.

Other officers chosen were Troy White, vice-president; Mrs. Arlene Young, secretary-treasurer; and Frank Barnard, assistant secretary-treasurer. New directors are Floyd V. Miller, F. Jack Cole, Paul A. Nichols, Bert Starnes and Jack Wall.



—Citizen Photo

THE WEST ASHEVILLE OFFICE of the United Appeal opened yesterday in Cobble's Department Store on Haywood Road in the community's business district. Seated (L to R), Dan W. Foster, Beaman L. Pinner, W. E. Michael Jr. and F. Jack Cole. Standing, Fred S. Russell and Troy A. White. Michael heads the West Asheville division.

Business Group Plans Meeting Friday Night

Members of the West Asheville Business Association will hold their annual business meeting at 7 p. m. tomorrow in the Masonic Temple on Brevard Road.

Principal item of business is the election of five directors from a slate of 15 nominees. The incumbents are A. C. Weddle, Dan Judd, Robert Groce, Harry T. Atkins and John B. May.

The new directors will elect the association's officers at a meeting later.

John Lawrence currently is association president.

Nominees for the directors' posts are Frank Barnard, Mrs. F. W. Casteel, F. Jack Cole, Jack Davis, Wiley Foster, W. P. Griffin, W. T. Hollingsworth, Floyd Miller, Paul T. Nichols, Beaman L. Pinner, Rex Smathers Jr., Bert Starnes, R. W. Taylor, Jack Ball and Troy A. White.

They were selected by a nominating committee.

Seeking

West Asheville Business Group Names Directors

Five new directors for the West Asheville Business Association were named last night at a meeting of the association in the West Asheville Masonic Temple on Brevard Road.

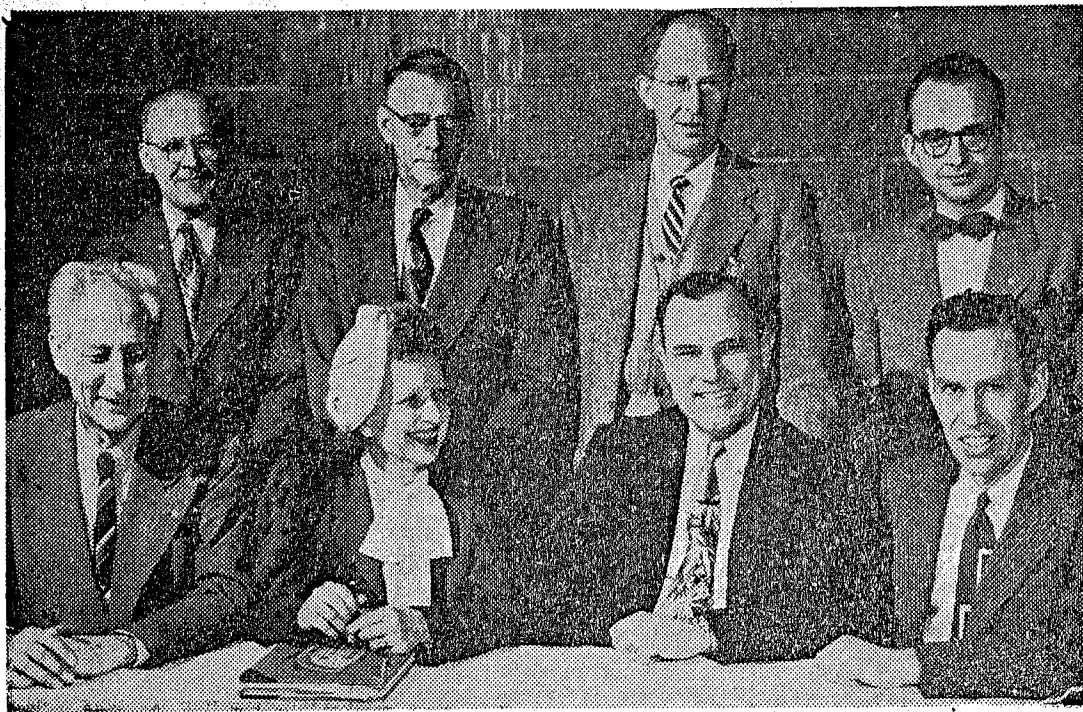
They are: F. Jack Cole, Floyd Miller, Paul Nichols, Bert Starnes and Jack Wall. The new board will meet November 14 to select new association officers and will present them to the next monthly association meeting December 2.



A SIX-SPAN OVERHEAD BRIDGE being erected over the Southern Railway just north of the old County Home Road crossing is expected to be completed about the first of the year by Dickerson Inc. of Monroe. The structure will be a part of the new Asheville-Leicester Highway. Work on the bridge was started in the early summer. The

bridge will cost approximately \$36,000 and will be of concrete, creosote timber pilings and structural steel. The structure has approximately a 24-foot clearance about the tracks. George R. Prescott is resident engineer for the State Highway and Public Works Commission.

—Citizen Photo—Brookshire



—Citizen Photo

NEW OFFICERS of the West Asheville Business Association were elected last night at the annual association dinner in the West Asheville Masonic Temple. They are (L to R), first row: Frank Barnard, assistant secretary-treasurer; Mrs. Arlene Young, secretary-treasurer; Troy White, vice president; L. A. Fortune, president. Second row: John L. Lawrence, Floyd V. Miller, F. Jack Cole and Paul A. Nichols, new directors. Not present were Directors Bert Starnes and Jack Wall. Directors were elected in the November association meeting and officers were nominated last night by the new board.

THE ASHEVILLE CITIZEN

Wednesday, November 19, 1952



—Citizen Photo

CONCRETE FOR THE CENTER SPAN of a new bridge being erected west of Smoky Park Highway Bridge was poured yesterday by workmen of Dickerson Inc. of Monroe. Work of pouring the span began at 8:30 a. m. and that particular project was completed by 4 p. m. The bridge, which spans North Hanover Street, has been finished with the exception of pouring hand rails, approach curbs and paving some 50 feet of the east and west approaches. The span is 47½ feet long and 28 feet wide from curb to curb. It will serve westbound traffic on Patton Avenue and when completed will be a replica to a bridge already erected at the site. Traffic will not be allowed on the bridge for the next 28 to 30 days, engineers said.

WA Business Association Seeks Fund For Yule Lights

The West Asheville Business Association will try to raise \$1,500 by next Wednesday to pay the bill for putting up Christmas lights between North Hanover Street and Oakwood Avenue on Haywood Road. A report of the committee in charge made during a meeting of the association this week said the city must be given a report on the community's intentions by that date concerning Christmas lighting.

Donations will be sought from business places in the area to be lighted. The solicitations will be made by three teams of the association. A. C. Weddle, chairman of the committee in charge, and Dann Judd and E. B. Roberts will canvass the section between Oakwood and Virginia Avenue. Beaman Pinner, Calvin Marshall and Willard Hensley will cover the territory between Virginia and Allen Street. Troy White, Floyd Miller and George Rogers will be responsible for the stretch between North Hanover and Allen.

In other business at the meeting the association adopted a resolution asking the city to install more of the new-type lights in the business section similar to the three test lights the city has been trying out. The resolution was adopted after a report of the association's improvements committee said the test lights were a great improvement over the type currently in general use in the business area.

The committee chairman, Robert Groce, also reported the widening of Louisiana Avenue has been completed. The project of obtaining more fire hydrants for West Asheville, however, he said, must await extension of city waterlines in the community.

A committee for the nomination of 15 members as 1953 officers and directors of the association was appointed. The elections will be held during the association's annual meeting in November.

Named to the committee were E. B. Roberts, chairman; F. Jack Cole,

Dan Judd, Floyd Miller and John B. May.

Aside from association business, the members heard a reading by Mrs. Troy White and the singing of a quartet of Roy Wilson, Sam Cowan, Paul Jones and Herbert Revis.

John Lawrence, association president, presided.

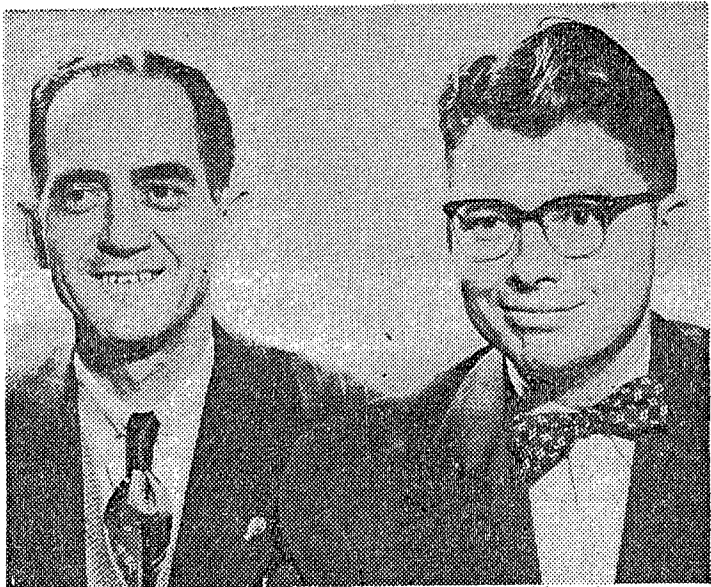
Youth Center Committee Plans Meeting

The committee for the West Asheville Youth and Recreation Center will meet at 1 p. m. October 23 at a place to be designated to discuss the organization's proposed constitution and by-laws.

Mrs. Keith Bradley will report the financial results of the summer Water Carnival held as a fun-raising benefit for the center.

The center's organization has been incorporated. The committee, headed by the Rev. W. G. Thomas, the chairman, may approve the constitution and by-laws at the session.

The meeting was set at a session of the committee this week.



MEMBERS OF THE WEST ASHEVILLE BRANCH YMCA filled posts in the organization's committee of management during a recent election conducted by mail. Two of the committeemen named are shown here. At left is Beaman L. Pinner and, right, Ben L. Jarrett. Also elected to the committee were Bob Nahikian and Clyde Roberts, who were unable to be present for this picture. (Citizen Photo)

New Bridge Helps Business In West Asheville District

The \$312,000 Smoky Park Highway Bridge was dedicated and opened to vehicular traffic 15 months ago Wednesday.

For 15 months, streams of cars, trucks, bicycles, motorcycles and rubber-tired tractors have been crossing the 1,228-foot span 95 feet above the French Broad in a heavy stream which was broken only intermittently during the early weeks the bridge had been opened.

It's been a heavy stream of traffic that has by-passed the West Asheville business district, with its retail stores.

Has it hurt West Asheville business?

On November 18, 1940, a group of 60 men and women protested the then relocation of the bridge and approaches on grounds traffic would by-pass West Asheville and hurt business in the community.

A spot check made yesterday of West Asheville businessmen indicated, however, this reasonable forecast did not materialize.

The men questioned were asked what effect the new bridge has had on West Asheville business.

Common in the replies was the statement:

It's allowed through traffic to

continue and permitted potential customers to park.

Answers ranged from: "Business is just as good," to "It's up 10 to 15 per cent, or more improved."

The businessmen interviewed included grocers, lumbermen and a banker.

Several said congestion on Haywood Road was "terrible" before the span opened.

These were some sample answers. Bert Starnes, insulation business owner:

"It (the bridge) has benefited West Asheville. Prior to its opening, traffic congestion (on Haywood Road) was terrible.

"People are able to stop and park now."

John B. May, grocer:

"Traffic on Haywood Road is the same as it was before, business for us was better during the last year.

"Our dollar volume has increased, but then, too, prices are higher. But our tonnage sales are better.

"Right now, the grocery business is in a recession that has been seasonal the last few years.

"Generally business on Haywood Road is considerably better than it was before the bridge was opened."

Frank Austin, lumber dealer:

"It has had no effect on our business, but it's more convenient for our regular customers. It gives them a chance to stop.

"On the whole, the West Asheville businessmen I've talked to think that the bridge took the through traffic and gave customers better opportunities to park."

A West Asheville banker expressed the opinion that business has increased.

"It has enabled people to park," he said.

He quoted several merchants as saying retail business had picked up 10 to 15 per cent, and some thought it had increased as much as 25 per cent.

Dr. G. A. Shieder Is Veteran West Asheville Druggist



DR. G. A. SHIEDER, 75-year-old West Asheville druggist, is relaxing in his home at 60 Westwood Place after returning from his Carolina Pharmacy on Haywood Road. Dr. Shieder has been in the drug store business since he was 22 years old, and has operated his own business in West Asheville since 1915. (Citizen Photo)

By BILL LINDAU

Dr. G. A. Shieder had been learning to be or working as a druggist for 16 years when West Asheville boasted 2,000 to 3,000 people and didn't boast a single paved foot of sidewalk.

He'd had 16 years' experience behind him when he bought the West Asheville Pharmacy to go into business for himself.

It was May 1915, and the store itself was not much more than a year old when he bought it.

When Dr. Shieder looked out the door, he could see the macadam road that was West Asheville's main thoroughfare then and still is.

It was Haywood Road, and the view of it was hidden periodically to the people who came to the store by the street car whose tracks ran in front of the West Asheville Pharmacy between the entrance

After five years in this first store, he went to Jacksonville to work in a wholesale drug business and another retail store.

In the 75 years that have passed since Dr. Shieder got his first glimpse of the world on a cotton plantation near St. George, S. C., he's collected some good stories.

His acquaintances say one of the pleasures of visiting with him lies in the fact that he can tell a good story—and that he's a good listener, too.

When he was asked what organizations he belonged to, he answered: "When you read about the list of organizations a man was in, usually his church is listed last."

"Put the West Asheville Methodist Church at top of the list."

He serves on the board of stewards of his church. He's a charter member of three other West Asheville organizations: the West Asheville Masonic Lodge 665, AF and AM; Chapter 191, Order of the Eastern Star; and the West Asheville Businessmen's Association.

Dr. Shieder is a 32nd degree Scottish Rite Mason and a member of the Shrine.

Two years ago the Western North Carolina Drug Club honored him by awarding him a life membership.

He's also a member of the North Carolina Pharmaceutical Association and the National Association of Retail Druggists.

Dog Show Set For Saturday In W. Asheville

The West Asheville Methodist Church basement will go to the dogs Saturday afternoon.

But it's been planned that way. The church's senior Sunday School department is sponsoring a dog show which will start at 2:30 p. m.

The name of the event is "Any-Kind-Of-A-Dog Show."

As the title indicates, it's open to any kind of a dog.

The young lady who phoned The Citizen the news yesterday explained that the only eligibility rule applying to an entry is that his or her owner must be proud of him or her.

It's a show that is open for the kind of a dog that couldn't get in any other show even if he had the price of admission, she indicated.

But on the other hand, the reporter said, if the dog has a pedigree, it won't be held against him.

Pets may be entered by either children or adults.

The pooches will be competing for 15 different types of titles.

The prizes will be donated by West Asheville businessmen, and the judges will be Asheville dog-lovers.

The prizes will go to the winners of these classifications: Largest dog, dog with the ugliest face, dog wearing the most original costume, shortest-legged dog, dog with the most spots, dog with the longest ears, smallest dog, dog with the largest feet, dog of most doubtful ancestry, dog which can do the most tricks, dog with the longest tail, dog bearing the strongest resemblance to his or her owner, dog with the saddest eyes, dog with the waggiest tail, and cutest puppy.

Miss Jo Anne Allison is president of the sponsoring senior department.

Proceeds will be used to help pay the cost of furnishing the church's recreation room.

Flies can walk upside down on the ceiling because they have tiny suction pads on the ends of their feet.

16 Members Are Added By Lions In W. Asheville

The West Asheville Lions Club has 16 new members.

They were introduced during the organization's meeting this week in the Rhododendron Club.

The new Lions were invested by Robert R. Barnes, Lions' cabinet secretary for District 31-A.

Inducted were Frank A. Williams Jr., Carl Whitten, C. W. Freeman, T. F. Young, G. S. Porter, Bert Engleman, Rex Smathers Jr., Robert E. Jones, Shelby E. Horton Jr., Carl Hyldburg Jr., Frederick Severance, D. W. Mewborne Jr., W. C. Maney and W. J. Murphy.



WEST ASHEVILLE CIVIC LEADERS study the site of the proposed West Asheville Youth and Recreation Center. L to R: F. Jack Cole, publicity committee; Harry T. Atkins, property chairman; Miss Lucille Duncan, secretary; the Rev. W. G. Thomas, president; and Mrs. H. B. Almon,

publicity chairman. The property has a 62-foot front on Haywood Road, and a recent purchase extended the Oakwood Street line to a total 235 feet. The property represents an approximate \$5,000 investment by West Asheville civic organizations.

—Citizen Photo—Gamble

ASHEVILLE CITIZEN, ASHEVILLE N. C.
Thursday, November 6, 1952

West Asheville Youth Center Board To Meet

The board of directors of the West Asheville Youth and Recreation Center will meet at 1 p. m. today in Brooks' Cafe.

Meanwhile, directors announced the center's finance committee was at work raising money for financing the project.

Earlier a lot at the corner of Haywood Road and Oakwood Street had been purchased as a site for the building. This represents an investment of approximately \$5,000. West Asheville community organizations have contributed toward the project. Last summer a water carnival held at the Malvern Hills Park pool added more funds.

On the finance committee are Sparks Griffin, chairman; Beaman Pinner, Dan Foster, L. A. Fortune, and Mrs. Frank Shuford.

Members of the property committee are Harry Atkins, chairman;

West Asheville Rotarians Hear Woodfin Singers

The Woodfin High School Glee Club yesterday presented "This Is America" before the West Asheville Rotary Club as a visiting German Rotarian watched from the audience.

The guest was Robert Welders, manager of a fibre spinning factory in Cassel, Germany, who stopped by for the luncheon meeting during his visit to the city.

At the same time, Alex Chowell, Enka dairyman and member of the West Asheville club, reminded the Rotarians of the 18th annual Western North Carolina Fat Stock Show and Sale to be held Wednesday and Thursday at Enka.

Bert Staines, president of the West Asheville club, presided.

John May, E. B. Roberts and Dr. R. E. Daniels.

Volume production of gas ranges in the United States started in 1898.



CHRISTMAS CAME ABOUT 10 MONTHS EARLY for the youngsters who visit the nursery at the Veterans Hospital in Oteen. Members of the West Asheville Memorial American Legion Post Auxiliary recently brought toys donated by Asheville merchants for the children of the patients. They stay in the nursery, of course, but the children play with them while their mothers are visiting in the hospital. Mem-

bers of the West Asheville group in the photo include Mrs. Ruth Osborne, president; Mrs. O. C. Hodges, day hospital chairman; Mrs. R. E. Daniels, Mrs. Isabelle Brooks, Mrs. B. L. Pinner, Mrs. Ruth Bowman, Mrs. H. L. Warren, Mrs. S. L. Clark, Mrs. Rhoda Osborne, Mrs. J. L. Hall, Mrs. Jean LaPatra, Mrs. S. E. Crompton, Mrs. C. B. Joyner, Mrs. Viva Lee Self, Mrs. H. W. Joyner and Mrs. Stella Davis. (Citizen Photo)

Feb 6-1952 (22) Legion Women Present Toys To Nursery

The women of the West Asheville Memorial American Legion Post started February off with a touch of Christmas.

When they went to the Legion Rhyme Nursery at the Veterans Administration Hospital at Oteen, they were laden with toys.

The toys were for the use of the children who spend their time in the nursery while their mothers are visiting their fathers and other relatives who are patients in the hospital.

These playthings which had a total estimated value of \$60, had been donated by Asheville stores from stock left over from the Christmas season.

The nursery itself is the result of a project of the National American Legion Auxiliary and was set up through the cooperation of the local units.

Asheville members had helped furnish it and each auxiliary takes turns sending members to the nursery to take care of the children on visiting days.

The West Asheville women are on duty not only on the fifth week end of each month but all the national holidays—Christmas, New Year's Day, Thanksgiving Day, and the others.

All the drapes in the attractively-decorated room were made by Mrs. R. E. Daniels, 23 Vance Crescent, West Asheville, who served as president of the West Asheville Legion Auxiliary last year.

The nursery was named after the auxiliary president, who lives in Hickory.

Rotary Club 7/6/52 Launched In West Asheville

The newly-organized West Asheville Rotary Club held its first regular meeting yesterday.

Presiding was Bert Starnes, who, with the other officers, was elected at an earlier meeting.

The others named were J. Sparks Griffin, secretary; Fred W. Russell, treasurer; Doyle Woody, sergeant-at-arms; and trustees and vice-presidents: W. K. Roberts, Dr. Charles J. Sisk, J. Burgin Anders, George H. Rogers, Dr. R. E. Daniels and Lewis Parker.

The charter members, in addition to the officers, include: Tom Alexander, Dr. Charles Patton, H. B. Israel, M. L. Wade, Oscar L. Judd, G. H. Graham, John Acee, L. E. Jarrett, the Rev. T. A. Groce, John D. Hambrick and Liston Sams.

Aiding in establishing the new club, which gives Asheville two Rotary organizations, was Earl Eller, acting as representative of the district governor.

The West Asheville group will meet at 1 p. m. every Wednesday in the West Asheville Masonic Temple.

At the club's first regular meeting yesterday, C. R. Sumner, Citizen reporter, gave an illustrated discussion of art.

Feb 6-1952 Improvements Are Sought In West Asheville

The city will be asked soon to provide more fire hydrants for one West Asheville street and to widen another.

The West Asheville Business Association included these items in a discussion on plans for improvements for the community during a meeting this week.

With Mayor Earl Eller attending as a new member of the Association, speakers pointed out that only one fire hydrant is available to the 35 to 40 homes on Morris Avenue.

The street-widening request will refer to Louisiana Avenue whose traffic volume has increased substantially since the opening of the new Smoky Park Highway Bridge.

Association spokesmen said the traffic increase constituted a parking problem for householders living on Louisiana and a hazard for them as well.

The group also decided to ask the city to make Louisiana a one-way street for north-bound vehicles while the improvement work was under way.

Members said North Hanover Street could be used to take up the surplus, since it currently is less heavily-traveled than Louisiana.

Introduced as new members in addition to Mayor Eller were T. H. Hunt and Rex Smathers Jr.

Business Association Hears Talk By Slagle

The West Asheville Business Association, at a meeting last night, heard a talk by J. Hamilton Slagle Jr., manager of the Western Union office here. He was introduced by Edward Fortune, program chairman. J. L. Lawrence, president, presided.



WEST ASHEVILLE'S CAMPAIGN in the 1952 Buncombe County American Red Cross drive for \$59,275 is discussed by captains and zone chairmen, conferring with the division chairman. L to R, seated, Mrs. Harry Atkins, Mrs. Arlene Young, West Asheville chairman; and Mrs. L. J. Sapp. Standing, Mrs. E. D. Chandler, T. F. Kirkpatrick, Mrs. H.

C. Lail, Mrs. A. O. Goff and H. S. Watkins. The women are among the zone chairmen in charge of the campaign in the residential sections. The men are among the captains (all members of the West Asheville Lions Club) in charge of the drive in the business district. (Citizen Photo)

ASHEVILLE CITIZEN, ASHEVILLE N.C.
Thursday, March 6, 1952

19

Band Parade Planned As Feature Of Drive

West Asheville's campaign to help the Buncombe County American Red Cross's 1952 fund-raising campaign will feature a parade by the Hall-Fletcher Junior High School band at 11 a. m. Friday.

That night between 7:30 p. m. and 8:30 p. m., campaign workers will stop at each home where a porch-light is turned on.

These plans were explained by Mrs. Arlene Young, West Asheville chairman, for the county-wide drive, to members of the West Asheville Business Association earlier this week.

She told the group workers already were active to help the county chapter reach its quota of \$59,275 in the annual national drive.

The school band, she said, would march the full length of Haywood Road.

Mrs. Young explained that under the porch-light plan, lights will be turned on by all householders who want to contribute to the campaign.

The Association, meeting in the West Asheville Masonic Lodge hall on Brevard Road, heard Robert

Putnam, of The Champion Paper and Fiber Company, discuss Socialism's menace to America.

PTA At Vance Plans To Serve Turkey Dinner

The Vance Elementary School Parent-Teacher Association will serve a turkey dinner at 6 p. m. today in the school.

Th receipts from the event will go into the PTA treasury.

PTA officials advised reservations can be made at the school, and tickets may be obtained at the school or at the door at the time of the dinner.

Classes Planned In Home Nursing

American Red Cross home nursing instruction is being planned for West Asheville.

Mrs. Harold Clark, county Red Cross chapter home nursing chairman, reports plans for organization of a course are being made.



GROUND BROKEN FOR FIRE STATION—City equipment was busy today excavating and grading the Haywood Road site of the new \$113,000 West Asheville fire station and branch library. By tomorrow afternoon the site should be ready to be turned over to Z. B. Robinson and Son, general contractors, P. Green Johnson Jr., City project engineer, said. The structure will go up on a 205 by 175-foot lot at Haywood Road and Clinton Avenue. The branch library will be in a wing off the main floor. The fire station's truck floor will open on Haywood Road. The station will have a two-platoon system with four men on duty at all times. It will contain a dormitory, lounge, pantry, locker rooms and work rooms. It will have room for two trucks, although only one truck is planned at the start. The job should be finished by early summer.

Two Buildings To House Standard And Sister Firm

The first of two new buildings which subsequently will house Standard Designers Inc. and its sister firm, Fishburne Machine Company, is under construction on County Home Road.

F. B. Fishburne, president of both firms, said yesterday the new buildings in the \$30,000 project represent the latest expansion for the five-year-old business.

Standard was organized for the manufacture of tobacco presses, among other products.

The Fishburne Machine Company was created last December to take over this production and to make other fine machinery.

Standard now is a sales and service firm and does the welding jobs.

The machinery firm, Fishburne explained, was set up in an effort to make fine machinery even more accurate.

The organization produces the world's largest tobacco presses.

Fishburne said the moving process for Standard from its present location at 728 Haywood Road would take approximately six months since production would not be interrupted.

The machinery section of the new building already is completed, and will be occupied before the end of next week, the official said.

Fishburne Machine Company will occupy the second building when it is completed.

Fishburne said the new plant buildings, which are being erected by Hilliard Ward of West Asheville, would permit the organizations' present productive capacity to be nearly doubled.

The new 45-by-160-foot structure now being built will provide approx-

imately double Standard's present plant space, and the space available on the 8 1-2 acres of property will give the organization about twice the present yard storage area.

Indicative of the continued growth of the business was the \$600,000 volume Fishburne reported developed since the first of the year.

The total 1951 business volume was \$502,000 which, in turn was more than four times the 1950 volume, Fishburne reported.

The figures for the current year to date, he explained, represents orders which are to be filled this year, and he forecast the total volume would reach approximately \$800,000 by the end of 1952.

He said most of the current orders call for tobacco presses which must be ready by August 1, in preparation for the 1952-53 tobacco marketing season.

Some of the firm's contracts, Fishburne added, call for the production of new mechanical devices.

Among its top-priority orders, he said, are orders for equipment for the Radford, Va., plant of the Hercules Powder Company.

Others are for steel conveyor systems for industrial and packaging plants.

The expansion of the business, Fishburne indicated, will mean expansion of the working force.

The firm now has 55 persons at work, 10 more than it had last year.

Fishburne said others would be added as they are needed.

Plans for the new plant, he added, make allowances for further physical expansion on the property.

Temporary offices at the new site will be on the proposed new Leicester highway but new offices will be built after the highway is completed.

Work Starts On New Fire Station, Branch Library

Work was started yesterday on construction of the new West Asheville fire station and branch library, a \$113,720 building approved by the City Council last November but delayed in the wait for federal approval.

As followup to grading by City crews, Z. B. Robinson and Son Contractors started placing batten boards yesterday and completed locating the building on the Haywood Road-Clinton Street site. The building is expected to be ready for occupancy this summer.

The branch of Pack Memorial Public Library will be a wing of the one-story brick building, offering service for the first time west of the French Broad River.

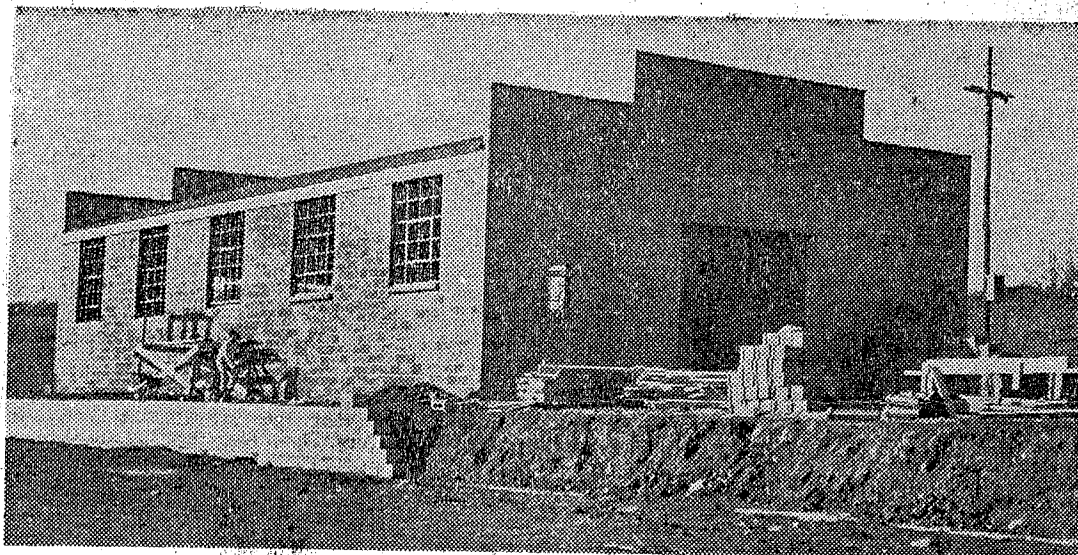
The main floor of the fire station will have a 27-by-61-foot truck floor, a nine-bed dormitory, lounge, pantry and locker rooms on the main floor, and a 38-by-43-foot assembly room in the basement in addition to boiler room, hose drying room and storage space.

The assembly room is to be equipped with kitchen facilities for use as a community center, and is expected to come into use by West Asheville civic clubs and the like.

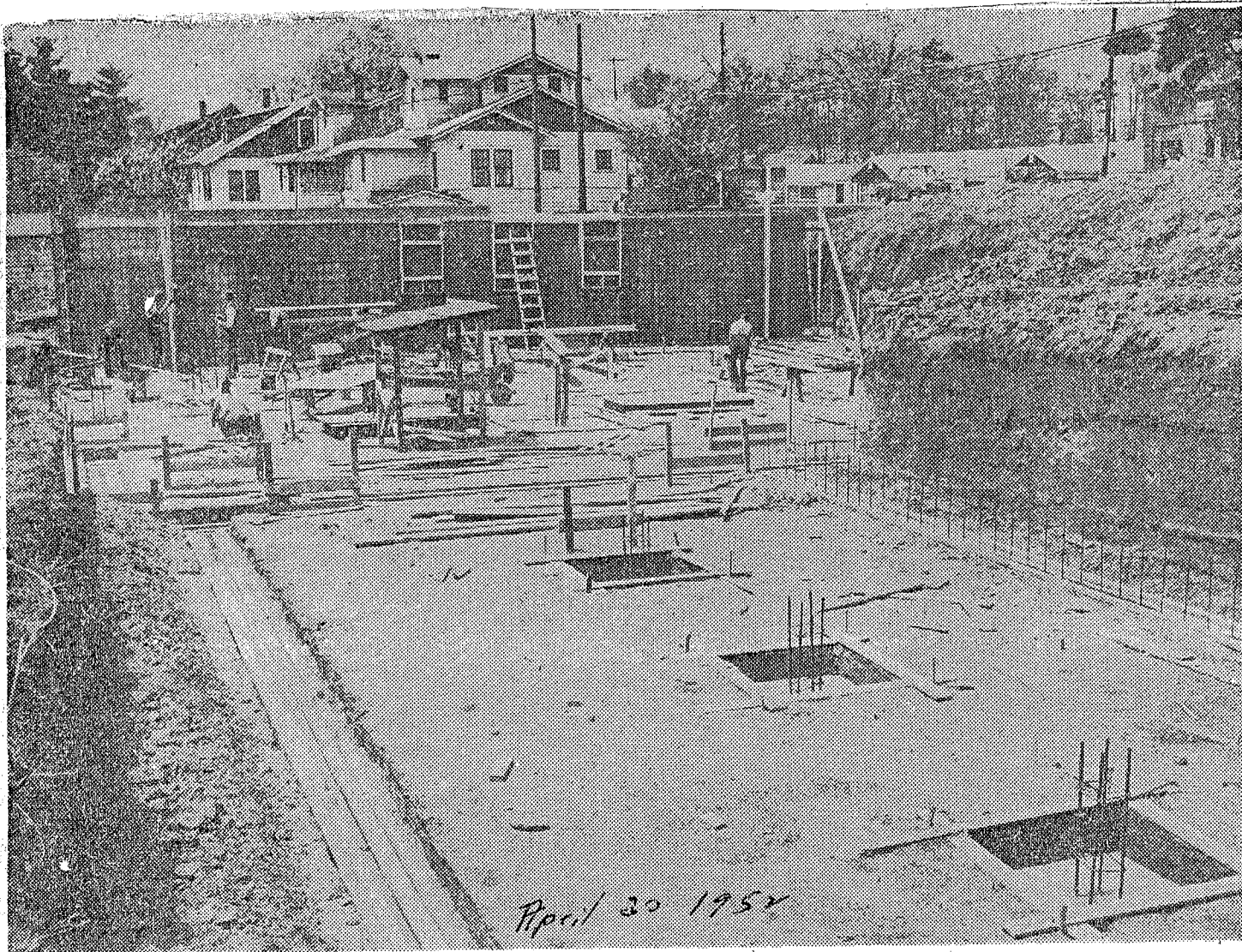
Construction is to cost \$83,750.

Other contracts for the building include electrical: United Electric Company, \$7,540; plumbing, Moser Plumbing Company, \$5,680; and heating, Price Piping Company, \$9,750.

Six Associates Inc. designed the building.



THIS BUILDING and a second to be constructed will make up the new home of Standard Designers Inc. of West Asheville and its sister firm, the Fishburne Machine Company. The new location is on 8 1/2 acres of land along the County Home Road. (Citizen Photo)



ELLER

NEW STATION TAKES SHAPE—Work is progressing on the new \$113,720 West Asheville fire station and branch library at Haywood Road and Clinton Street and the structure should be ready for occupancy by late summer. The above photo shows what will be the lower floor of the building. On this floor will be a 38x43-foot assembly room, boiler room, hose drying room and storage space. The main floor will have a 27x61-foot truck floor, a nine-bed dormitory, lounge, pantry and locker rooms, and toilet facilities. The library will be a wing off the fire station and will have a 6,000 to 7,000-book capacity.

DID YOU KNOW THAT

That in 1890 Bingham Military Institute was moved to WEST ASHEVILLE and there became one of the most famous prep schools in the South? Yes, as early as 1890, steps were being taken to make WEST ASHEVILLE the fine, enterprising community of which we're so proud today. The growth of WEST ASHEVILLE has been rapid . . . from a small settlement, to a tiny village, to the prosperous city, yet the citizens and business people of WEST ASHEVILLE haven't lost the intimate, friendly contact with their customers that's always so much appreciated. WEST ASHEVILLE offers the many, convenient shopping facilities of a large town, plus the friendly services of a village. Take for example, the parking space. When you shop in WEST ASHEVILLE, there's no driving for blocks before you find a parking meter or a crowded parking lot. You just pull up in front of the store and lo and behold . . . there's a fine parking place. No matter where you want to shop in WEST ASHEVILLE . . . beauty parlor, barber shop, department store, doctor, dentist, lumber yard, hardware store, restaurant, dry cleaner, feed and seed store, grocery or supermarket, real estate, drug store, furniture store, repair shop, fabric shop, florist, printers, appliance store, service station or bank . . . you'll find plenty of parking space. Yes, WEST ASHEVILLE offers a tremendous advantage to shoppers . . . prices are reasonable, quality and quantity are high, service is friendly and courteous and parking spaces are plentiful. Don't wear yourself out going long distances to shop. Go to WEST ASHEVILLE for complete selections. See you shopping in WEST ASHEVILLE.

JANE

DID YOU KNOW

That in 1852 the French Broad River overflowed its banks and swept away the bridges, destroying transportation and communication with WEST ASHEVILLE? If such a catastrophe were to happen today, WEST ASHEVILLE could provide all the necessities and luxuries to the people of its community for a long, long time. WEST ASHEVILLE offers complete shopping facilities for the home and the family with its wide variety of businesses. Did you know that in WEST ASHEVILLE you'll find one of the most complete and varied selections of hobbies in Western North Carolina? There you'll discover a hobby for any age group from 8 to 80. If you're planning a children's party, you'll find all the novelties to delight any child — candles, favors, toys — all under one roof in WEST ASHEVILLE. The housewives of WEST ASHEVILLE also rely on the self service laundries to make their house work easier. These fine WEST ASHEVILLE laundries serve as many as 300 families a week and there's no service charge for loading and unloading the machines. Many women leave the wash on their way to work and pick it up on their return. They'll wash almost anything for you — including your money and your watch which happens occasionally. Yes, you'll find everything you need in WEST ASHEVILLE — druggist, furniture stores, dry cleaners, department stores, novelty shops, hardware and lumber companies, beauty parlors, barber shops, groceries, super markets, florists, real estate brokers, doctors, dentists, optometrists, feed and seed stores, gift shops, jewelry stores, auto dealers — and any number of other businesses needed in daily life. See you shopping in WEST ASHEVILLE.

JANE

Leaders Of West Asheville To Organize Youth Center

A group of West Asheville business and club leaders decided last night to establish a non-profit organization for development of a youth and general recreation center.

They named a board of temporary officers and a finance committee, which will meet April 15 to draw up an application for a state corporation charter and take action on an option to buy a site for the center.

A 60-day option previously had been taken by a committee of John May, Harry T. Atkins and E. B. Roberts on a 114-by-210-foot lot on Oakwood Street near the intersection of Haywood Road.

The property is owned by Mr. and Mrs. C. B. Joyner.

Named officers of the temporary organization, which was named, tentatively, the West Asheville Youth and Recreation Center, were W. G. Thomas, chairman; Atkins, vice chairman; Miss Lucille Duncan, secretary; F. Jack Cole, treasurer; and Mrs. Keith Bradley, publicity chairman.

Named to the finance committee were the presidents of West Asheville community organizations: W. E. Michael Jr., of the Lions Club, chairman; J. L. Lawrence, West Asheville Business Association; Bert Starnes, Rotary Club; Ernest Moore, Malvern Hills Community Club; Mrs. Harold Almon, West Asheville Community Club;

Mrs. Ernest Rickett, Aycock School Parent-Teacher Association; Mrs. L. F. Locke, Hall-Fletcher Junior High School Parent-Teacher Association; Mrs. Almon, as president of the Vance School Parent-

Teacher Association; Mrs. George Todd of the Eugene Rankin Elementary School Parent-Teacher Association; Mrs. W. K. Dalton, Brucemont Garden Club; Mrs. Jack Harris, Dorchester Garden Club; and Mrs. C. A. Hawkins, Westwood Garden Club.

The April 15 meeting will open at 8 p. m. in the west Asheville branch of the First National Bank and Trust Company.

So far, a spokesman said later, \$1,250 has been pledged to the project by four of the West Asheville civic and community organizations.

Attending last night's meeting in the West Asheville Presbyterian Church were representatives of the Lions and Rotary Clubs, the West Asheville Business Association, West Asheville Community Club, the PTAs of Aycock, Hall-Fletcher Junior High, and Vance Schools.

Participating in the session was Shelby E. Horton Jr., judge of the Asheville-Buncombe County Domestic Relations Court, who also will attend the April 15 session.

Film Shown At Meeting Of Business Group

"Fishing in Alaska," a film was shown by Beryl Shook of the First National Bank to members of the West Asheville Business Association at a meeting last night in the Masonic Temple on Brevard Road.

J. L. Lawrence, president, presided. Discussions of the West Asheville teen center were held during the business session.



MICHAEL

MAY

THOMAS

ATKINS

APPLY FOR CHARTER—Members of the temporary West Asheville youth center committee have applied for a charter as a non-profit corporation to purchase a lot and build a center. The Rev. W. G. Thomas is chairman of the committee. He is shown with Judge Shelby E. Horton, Carl A. Hyldborg, W. E. Michael Jr., John B. May, Harry T. Atkins and Frank B. Fishburne.

Teen Center Site Will Be Considered

West Asheville residents are considering plans to purchase a site on Oakwood Street for the erection of a teen center.

A joint committee representing the various West Asheville groups will meet Friday at 7:30 p. m. in West Asheville Presbyterian Church to discuss the matter.

The West Asheville Lions Club and the West Asheville Business Association already have voted to give financial support to the program.

Groups represented at the meeting tomorrow will be the West Asheville Business Association, the West Asheville Lions Club, West Asheville Rotary Club, Community Club and members of parent-teacher associations in West Asheville.

W. Asheville Lions To Hold Broom Sale

The West Asheville Lions Club will open a broom sale on Tuesday, April 22. The club is sponsoring the sale of brooms in cooperation with other Lions Clubs throughout Buncombe County. Proceeds from the sale will be used for the Lions work with the blind.

Frank B. Fishburne is chairman of the West Asheville drive. He has organized the club into teams of three, each team being assigned a district in the West Asheville community. The drive will continue through April 26.

Census Comparison Shows West Asheville Growth

More than 1,700 new living places were added to West Asheville in 1950.

This is shown in a comparison between the official reports for 1950 concerning housing.

In 1940, there were 3,337 dwelling units in the community.

The census for 1950 showed 4,083—a gain of 1,746.

At the same time the comparison shows an expected rise in the range of rentals, but not so much as might be expected.

In 1940, the average monthly rent per dwelling ranged from a low of \$4.67 to a high of \$49.56. The rentals ranged from a low of \$11.10 per month to a high of \$65 per month.

The low figure for the 1940 census was in the 206 block in Ward Six, the high figure in the 190 block of the same ward.

The 1950 census low was for the 53 block of Ward 6, and the high was in the same ward, block 180.

West Asheville Youth Center Site Purchased

A site for the West Asheville youth and recreation center has been purchased on Oakwood Road by the West Asheville Youth and Recreation Center, Inc., a newly organized group now awaiting their charter from Raleigh.

The lot has been paid for through contributions from a number of West Asheville Clubs.

A committee headed by the Rev. W. G. Thomas plans to make a series of visits on May 15 to recreation centers in Mooresville, Shelby and Marion in order to study the ideals and needs of such a project.

Contributions toward the site were made as follows: West Asheville Business Association, \$500; Rotary Club, \$200; Community Club, \$50, and the Lions Club, \$500.

Plans for the erection of a building and a layout of the lot will be discussed at an open meeting planned for June 5 in the West Asheville Methodist Church. All clubs and the Parent-Teacher Associations in the area will be represented at the meeting.

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



LUKE ATKINSON

Luke Atkinson's Furniture Company at 728 Haywood Road, will have its formal opening June 10th and 11th, as announced by Mr. Luke Atkinson, owner and manager.

The use of common sense is the all important factor in buying the various pieces of furniture, rugs, drapes, etc. that go into a home for the reason that, we plan to live with our selections for a long time. This calls for a fine quality in furnishings that present an orderly appearance throughout the home with each room presenting a pleasant, well-coming picture.

Mr. Atkinson, with the home-maker in mind, has adhered to the policy by offering the "finest in fine furniture" that will prove pleasing to the most discriminate buyer.

Mr. Atkinson was transferred to Asheville from Charlotte about six years ago as representative of General Mills in charge of the Western North Carolina territory, a position he still holds.

He was born in Wadesboro, N. C., received his preparatory education in its city schools; Mars Hill College, Mars Hill; King's Business College, Charlotte; and has had extensive courses in accounting.

His first position was that of accountant with the Butter Cup Ice Cream Company in Hamlet.

He left the above position to become associated with General Mills in Charlotte.

At the beginning of World War 2, Mr. Atkinson took leave of absence from General Mills to do essential civilian work with the Burlington Mills in Greensboro, and during this time he also managed a grocery store in Greensboro.

At the conclusion of World War 2, Mr. Atkinson returned to General Mills as office manager in Charlotte. A short time later he was transferred to Greensboro as territory representative, and from there General Mills sent him to Charlotte as District Supervisor covering four states, North Carolina, South Carolina, Tennessee, and Virginia. And from there he came to West Asheville about six years ago in charge of W.N.C. territory.

Mr. Atkinson is married to an

Asheville girl, the former Miss Mary Beth Starnes, niece of the Rev. Nane Starnes, pastor of West Asheville Baptist Church, who performed their marriage ceremony at the West Asheville Baptist Church.

Mr. and Mrs. Atkinson with children Becky Atkinson, Linda Atkinson, (by a former marriage) and little Sally age five months make their home in West Asheville. Becky, a majorette, is a student at Hall Fletcher High School. She also appeared as a sailor in Ship Ahoey recently. Linda is a student at Vance.

Mr. Atkinson is a Deacon and Sunday School teacher of the Forshaw Memorial Bible Class at Calvary Baptist Church on Haywood Road.

He is a Mason, and a member of the Rotary Club in West Asheville.

Hobbies include tennis, swimming, hunting and fishing.

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



L. W. BROOKSHIRE

L. W. Brookshire, owner-manager of the West Asheville Half-Hour Laundry, moved to his new place of business 722 Haywood Road from 746 Haywood Road about a month ago.

He has been in the laundry business since the conclusion of World War II, and prior to coming to Asheville, owned and operated a laundry in Wilmington.

During World War II, Mr. Brookshire had the position of Shipyard Supervisor of the tool department in the North Carolina Ship Building Company for five years in Wilmington, one of the largest concerns of its kind, holding an inventory of 3 million dollars in tools.

A native of Asheville, Brookshire was educated at West Buncombe high school, Fruitland Institute in Hendersonville, and attended night school in a technical school in Detroit, Michigan, for three years.

After graduating from the Fruitland Institute in Hendersonville, he for five years was associated with the Werk-Weaver Motor Company in Asheville as auto service manager.

He then accepted the position as Field Service representative for Hudson Motor Company with headquarters in Detroit, Michigan, covering some 14 states, and as he put it, "about every state that touches the Mississippi River," Florida, Kansas, Oklahoma, Texas, etc.

After a number of years with the Hudson Motor Company, Mr. Brookshire accepted the position with the Lincoln Division of the Ford Motor Company as Field Service Representative with headquarters in Norfolk, Virginia and Charlotte, North Carolina. He held this position as supervisor of the tool department in the Wilmington, N. C., Shipyard.

Mr. Brookshire is a member of Calvary Baptist Church on Haywood Road. He is a member of the West Asheville Lions' Club, and is a member of the West Asheville Business Association, that is responsible among other civic projects, for the attractive Christmas lights along Haywood Road.

He has one daughter, Mrs. J. L. Gorman, who with her husband, make their home in Wilmington, N. C.

Hobbies. Reading, and his parakeet, Dandy requires quite a bit of attention. Randy is a very smart fellow. He greets Mr. Brookshire when he comes home in the evening by perching upon his eye-glasses, rim, and to make things more interesting, he, Dandy, is a most "apt bird"—that is apt to do anything from taking a "bite" at his master's temple to "just sitting."

As a member of the West Asheville Lions Club, Mr. Brookshire joins the group in many civic and welfare activities, such as lending a helping hand to the Blind, such as fitting glasses for those who need them, and furnishing medical care for a great number that require extensive treatment of the eyes. Through the help of the Lions Clubs, a number of persons have had their eyesight restored.

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



JACOB HANDTE

If per chance, Walter Pitkin should write another book, he would be correct in the title "Life Begins at Eighty" in depicting the many activities of Mr. Jacob S. Handte, owner-manager, book-keeper, buyer, salesman, and ambassador of good will at his Seed Store on Haywood Road, West Asheville.

Mr. Handte celebrated his 86th birthday this past October, and among the prized letters he received was one from his friend, the late Gov. William Umstead, written the day before his death. Other letters included one from Major Marshall Kurpees, a close personal friend whose home is in Winston-Salem, North Carolina.

Mr. Handte lives for his church, his home, and his store, and he is happiest when he is at one of these places. He is honorary member of the Board of Stewards and honorary member of a number of the classes at the Central Methodist Church.

He is active with his own Mens' Bible Class at the Central Methodist Church, and every Sunday morning he is there taking care of his secretarial duties, and prior to church service he is always at the door where he gives a cheery greeting to the hundreds of worshippers who enter, each in his own way feeling a little better after this greeting of fellowship.

During the week days Mr. Handte may be found at his Seed Store active in many services, -- meeting and talking with people, advising them about various garden problems from the planting on through the harvest. It is always his pleasure to help the prospective gardner (whether it be flowers or vegetables, or both) with his individual needs, and assists him in selecting the seeds that are sown in well prepared earth and later sprout forth into a panorama of colorful loveliness. He sees the tender plants come up and has a feeling of creating something new and fine, and within him a joy as deep and as intangible as the joy of religion arises.

"Polly" the parrot is Mr. Handte's constant companion in his Seed Store. Polly is a good psychologist and greets Mr. Handte as he opens the door every morning with a "Polly's feeling fine today!" This coincides with Mr. Handte's philosophy of life.

"If you think you are feeling fine—the chances are you will be fine! For the power of thought is more powerful many times than medicine." And Mr. Handte feels that "man is never old by LIVING a long time—it's what he does, and the WAY he THINKS and LIVES, that makes him old." And his advice to his fellow human being is "Fill your mind with so much good, that there won't be room for any other kind of thought." He counts his friends by the hundreds.

Thoughts by which Mr. Handte lives are the following entitled: TAKE TIME

"Take time to live, it is the secret of success. Take time to think, it is the source of power. Take time to read, it is the fountain of knowledge, Take time for friendship, it is the source of happiness. Take time to laugh, it helps to lift life's load. Take time for God, it is life's only lasting investment."

Mr. Handte is possibly the first person in the South to manufacture his own peanut butter. He began the manufacture of peanut butter forty five years ago on a small scale, and since then busi-

Y, MARCH 9, 1956

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



JUDGE WM. JOHN PURDUE

Judge William John Purdue, Justice of the Peace and Notary Public for the past two years, moved his offices to 723 Haywood Road from 728 Haywood Road recently.

Purdue came to West Asheville nine years ago, liked what he saw and decided to make it his permanent home.

Born in England, Purdue was educated in the Church of England (early). He won scholarships to Eton, Trinity at Oxford and graduated from Harrow. It need not be stressed that he is an ardent admirer of Winston Churchill who also attended Harrow.

He came to the United States in 1904 & became affiliated with the Salvation Army which at that time was 28 years old, being previously known as the Christian Mission. Rev. Booth, the founder of the Salvation Army, had been the general superintendent of the Mission.

Judge Purdue served in three dispensations of the Salvation Army the age of misrepresentation, the age of toleration, and the age of appreciation.

Prior to coming to the United States Purdue was appointed a delegate to the First International Congress held by the Salvation Army.

His first appointment in this country with the Salvation Army was at Baltimore Maryland. Other appointments included: Richmond, Newport News and Norfolk, Virginia; and then he was transferred to a new province with headquarters at Philadelphia, Pennsylvania, where he became the first public relations secretary, in charge of the Home Service work of the Salvation Army. This, the Atlantic Coast Province, covered all the coastal states and many of the states in the East, and Purdue traveled to each post by train.

From the above position Purdue was transferred back to field work and took over the command of Trenton, New Jersey, and from there he was sent to Greenville, South Carolina.

Then for a time he handled the Salvation Army work in the state of Louisiana with headquarters in New Orleans.

Now came the call to pioneer work of the Salvation Army at Gary, Indiana, a new city built by Judge Gary, then head of the steel corporation. After two years there Purdue was appointed to Lafayette, the home of Purdue University. While there he was again chosen to be a delegate to the second International Congress held in London.

Later on Purdue was chosen to handle the work of the Salvation Army at Bloomington, Indiana, and then later transferred to Michigan to take charge of the work at Adrian, then on to Muskegon; and from there on to Champaign, Illinois to become a member of the new division known as Western Michigan and Northern Indiana, with headquarters at Grand Rapids, where he served on the staff for 26 years. From there he came to West Asheville in retirement of the Salvation Army.

Hobbies. Flower garden, enjoys a good football game.

Interests: Judge Purdue is interested in people and strives to find ways and means of being helpful to those in need. As jus-

Plans Made For Red Cross Branch In West Asheville

Plans are being completed for the organization of a West Asheville division of the Buncombe County American Red Cross Chapter.

At a recent meeting the West Asheville Memorial American Legion Post voted to give the Red Cross space in the West Asheville post home. Two rooms with a separate entrance has been assigned to the chapter, and a steering committee has been named to make plans for organizing the division.

The committee is composed of Mrs. Roy Andrews, chairman; Mrs. Fred English, co-chairman; J. L. Lawrence, Claude DeBruhl, Mrs. Harry Joyner, Ed Michael, Mrs. Tom Anderson and Kelly Roberts.

Plans are being made to use the rooms as a place for home nursing classes for the West Asheville Area. Red Cross officials pointed out that it makes it inconvenient for persons living on the west side of the river to come to this side to attend classes. However, materials are needed to equip the room for these classes. Some of the materials will be furnished

by the chapter, but with classes in the Municipal Building and in the county there is not sufficient to provide complete equipment for another center.

The steering committee also is seeking furniture for the rooms.

A promise of paint for the rooms has been received, and it is expected that volunteer labor to clean and paint the rooms will be donated. The division will be used for all West Asheville Red Cross activity including the visits of the bloodmobile.

Fore Elected President Of Project Club

Residents of the West Asheville Housing project have elected Clarence Fore as president of their adult organization and named their gathering the "West Asheville Project Club."

Mrs. Ruby Helton was elected vice president, and Mrs. James Martin, secretary, of the new club during a meeting of the residents in the project's administration building earlier this week.

The organization will carry on a recreational and educational program for the families living in the project's apartments.

Also organized recently were a club for teen-agers and another for "sub" teen-agers living in the project.

C. A. Ballard, principal of nearby Eugene Rankin Elementary School, was principal speaker at the meeting.

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West Asheville Red Cross Rooms To Be Open Friday

The West Asheville rooms of the Buncombe County Red Cross Chapter will be open to the public for inspection on Friday from 2 to 4 p. m. and from 7 to 9 p. m.

The rooms are located in the West Asheville American Legion Hall. They consist of two rooms and a bath and were donated and redecorated by the Legion. They will be used for West Asheville Red Cross activities.

A steering committee will be on duty Friday to show people the rooms which have their own entrance. The committee is composed of Mrs. Fred English, J. L. Lawrence, Ed Michael, Mrs. Tom E. Anderson, Mrs. Robert E. Daniels, Mrs. Roy Andrews and Claude DeBruhl.

Donations toward furniture and equipment for the rooms were made by the following West Asheville groups:

Palace Pharmacy, Pinner's Drug Store, Carolina Pharmacy, West Asheville Pharmacy, Ideal Drug Store, Malvern Hills Pharmacy, Elsons Community Pharmacy, Val-

ey Pharmacy, Rotary Club, which will sponsor project for a year; Lions Club, West Asheville Business Association, Rhododendron Club, Atkins and Harper Lumber Company, Fortune Hardware and Paint Company, Dunn and Groce Funeral Home, Scott Dillingham, Emma Home Demonstration Club, Brucemont Garden Club, Dorchester Garden Club, American Legion Auxiliary, Andrews Plumbing Company, Crib to College Club, Malvern Hills Community Club, Bert Ingelman, Sellers Cabinet Shop, Boswell Grocery, the American Legion and the Westwood Garden Club.

West Asheville Group Sees Film

Members of the West Asheville Business Association saw a film on Alaskan fishing when they met this week in the Masonic Temple on Brevard Road.

The movie was shown by Beryl Shook of the First National Bank and Trust Company.



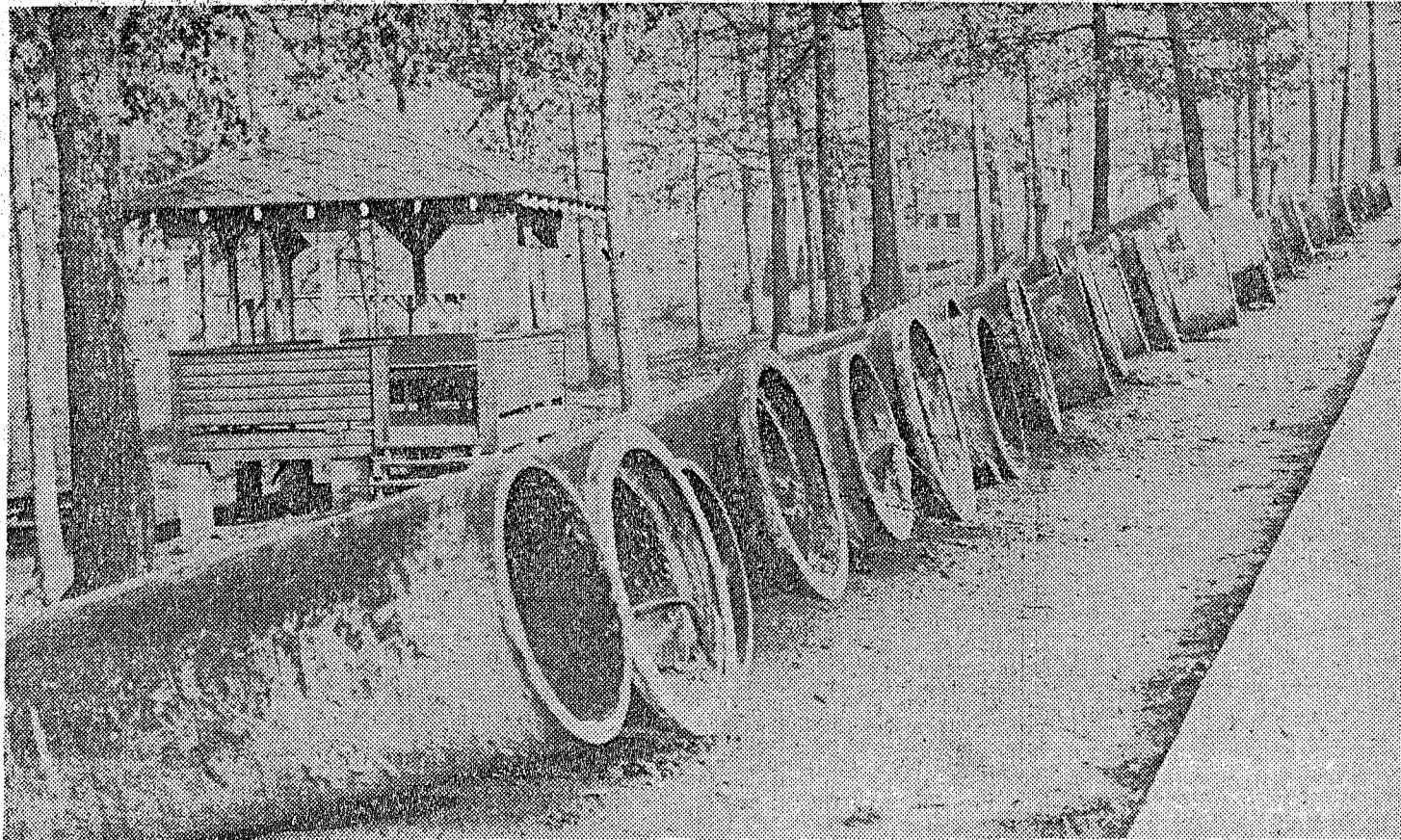
FORTUNE HORTON BELZ

DEVELOPMENT COMMITTEE—Albert Fortune, Judge Shelby Horton and William A. Belz have been elected to the development committee for Malvern Hills Community. The three will meet Thursday after a meeting of the Malvern Hills Community Club at 8 p. m. in St. George Episcopal Church. No chairman has been named for the committee.

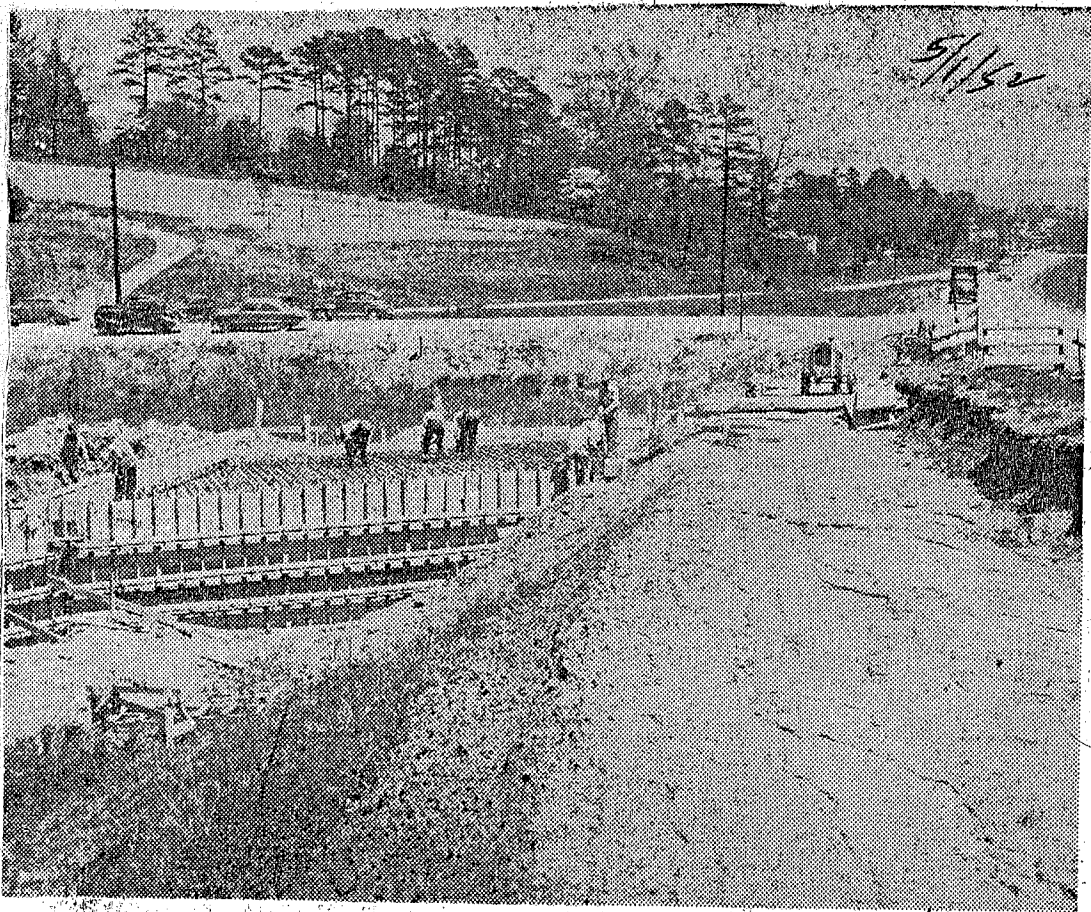


WEST ASHEVILLE BRANCH Red Cross headquarters were officially opened yesterday in a three-room section of the West Asheville Memorial American Legion Post. Participating in the opening ceremonies were L to R: Claude DeBruhl, member of the steering committee for the branch office; Mayor Earl Eller, who was in charge of the official opening; Mrs. Tom E. Anderson, secretary-treasurer of the steering committee; Mrs. Fred English, steering committee co-chairman; Mrs. Roy Andrews, co-chairman, steering committee, and Mrs. L. J. Sapp, instructor in Red Cross home nursing and care for the sick for the branch unit. (Citizen Photo)

April 2, 1952



BIG GUNS—Heavy weapons in the fight to improve West Asheville water service are these 16-inch "howitzers" laying in Malvern Hills Park. They are links in what will be a five-mile pipe line from Southside Avenue at Choctaw Street to Lucerne Park. Actual laying of pipe in the \$250,000 project will get started in the late spring or early summer, City Manager J. Weldon Weir said today. The 16-inch line will tap into a 24-inch main at Choctaw and run down Southside to Depot Street. It will cross the river at the Haywood Road bridge and intersect the new highway near the Hanover Street cloverleaf. It will then parallel the highway to Lucerne Park and swing back down Bear Creek Road to tie in with an existing line in Amboy Road. A number of 12-inch lines will cut off from the main in the vicinity of Burton Street and Louisiana Avenue.



WORK IS PROGRESSING on a reinforced-concrete culvert, above, over which will be laid the second two-lane strip of the north-bound approach to Smoky Park Highway Bridge. The culvert, near Druid Avenue, will have two 10-by-10-foot tunnels through it, while another culvert near the cloverleaf will have three tunnels, each nine feet by nine feet. The two concrete strips, each 24 feet wide for two 12-foot lanes, will be separated by a 20-foot grass lane. The distance to be paved is 1.59 miles, for which grading has been started at the western end near the West Terrace Apartments. (Citizen Photo)

Two Clubs 5/1/52 Organized By Youngsters

Youngsters of the West Asheville housing project have formed two community clubs, one for children 8-12 years of age, another for the 12-18 age group.

Regular meetings of the teen-age group have been set for each Thursday at 7:30 p. m. Today, they will hold a square dance at their regular meeting. A week from tomorrow, a picnic is planned, to be held in Rhododendron Park.

As yet, no announcement of a regular meeting time for the younger group has been made. Ralph Smith will serve as temporary chairman of the teen-age organization. Fifty-six children are taking part in the two clubs.

Eugene Rankin PTA Sponsors Talent Show 5/1/52

The Eugene Rankin Elementary School Parent-Teacher Association will sponsor a talent show at 7:30 p. m. tomorrow in the school auditorium.

Students of the school, and former students of Rankin now attending Hall Fletcher Junior High School will participate.

A feature performer will be Shirley Clark, Hall Fletcher freshman, who will give tap, toe and ballet dance exhibitions.

Hal Hamrick of Station WLOS will be master of ceremonies. The show chairman is Mrs. C. B. Johnson.

Recreation 5/1/52 (26) Plans Made By Baptists

Spring is still an infant, but the Calvary Baptist Church's recreation committee is considering summer already.

The tweet of the first birds unpacking from a Florida winter vacation was the claxon for the start of cleanup work on the church's 200-by-600-foot recreation area.

On May 15, Miss Robbie Blackwell of Lexington, Ky., a student at Southern Theological Seminary, Louisville, Ky., is due to arrive for her job as the church's recreation supervisor.

The Calvary Baptist physical setup alone was described this week by city safety director Charles W. Dermid as "one of the best" he has seen.

The area itself encompasses:

A regulation softball diamond.

Two regulation tennis courts.

A combination badminton and volleyball court.

Two shuffleboard ranges.

A horseshoe pitching course.

A separate play area for small children.

Besides conducting a full-scale summer recreation program on its own grounds, the church also is represented in the West Asheville church softball league with a team of its own.

Chairman of the church's recreation committee this year is Harry Logan.

Tour Arranged To Get Ideas For Center

Eleven people will spend next Thursday inspecting recreation centers in Mooresville, Shelby and Marion.

The object of the tour will be to obtain ideas which could be used in operation of the proposed West Asheville Youth and Recreation Center.

Making the trip will be Miss Augusta Barnett, city recreation commissioner; and Robert Groce, Harry T. Atkins, the Rev. W. G. Thomas, Miss Lucille Duncan, Mrs. Keith Bradley, W. E. Michael Jr., J. H. Parris, Hilliard Ward, Dan Judd and Bert Starnes, all members of the West Asheville center committee. Thomas is chairman.

The decision to make the inspection tour was taken by the committee at a meeting this week in the West Asheville branch of the First National Bank and Trust Company.

The West Asheville Lions, Rotary and Community Clubs, and the West Asheville Business Association are sharing the cost of the site.

Vance PTA 5/1/52 To Install Officers

The Vance School Parent-Teacher Association will install its 1952-53 officers May 20 at a meeting scheduled to start at 3:15 p. m. in the school auditorium.

Mrs. Keith Bradley will become president of the association. The retiring president is Mrs. H. B. Almon.

A social hour will follow the business session.



CLYDE BENNETT



BILL FELMET

Christmas Lights Being Installed In West Asheville

The City began installing Christmas lights in West Asheville today. Charles W. Dermid, director of public safety, said the displays will be erected on Haywood Road between Hanover Street and Oakwood Road. The displays, purchased by the Merchants Association, are erected by the City.

The West Asheville display this year will be three times as extensive as it was last year, he said.

Work on the Asheville mid-town section will begin next week, Dermid asserted.

The lights themselves will be turned on Friday, November 21.

Over \$1,113 Raised For Recreation Center

More than \$1,113 has been raised to buy land for the proposed West Asheville Youth and Recreation Center, according to a report made by Sparks Griffin, chairman of the finance committee, at a meeting of the board of directors yesterday.

This leaves \$1,400 remaining to be raised toward the \$5,000 cost of the property at the corner of Haywood Road and Oakwood Street.

The Rev. W. G. Thomas, board president, presided.



These are the people that serve you at Bennett and Felmet. Left to right, back row: Blake Penland, Service Dept. Everett Stamey, Body Shop; James Moss, Service Dept.; William Tweed, Mechanic; Gene Williams, Mechanic. Second row, left to right: Ralph Carter, Recap Dept.; Wiley Clark, Body Dept.; Edna Messer, Bookkeeper; J. C. Bales, Service Dept. Russel Brown, Mechanic; Frank Smith, Service Dept.; kneeling: L. J. "Pee-wee" Smith, Service Dept.; H. C. "Uncle Henry" Caldwell, Bookkeeper.

BENNETT & FELMET AUTO SERVICE

West Asheville Legion Seeks 1,000 Members

Legion Auxiliary Plans Meet

If its current membership drive hits its objective, the American Legion's West Asheville Memorial Post will become one of the largest in the western district.

The post's membership committee, headed by Chairman Cladud DeBruhl, the organization's vice commander, is campaigning for a total enrollment of 1,000 veterans of both World Wars.

That would mean the post would more than double its present roster of 460.

The deadline for the drive is January 1, 1952.

Any substantial increase in the membership of the Post also would mean a corresponding increase in the organization's already highly active program.

Comprising the membership committee, with DeBruhl, are the past post commander and members of the Post's Go-Getters' Club. This latter organization makes up in itself a team of potent member-enrollers.

To make the Go-Getters Club, a legionnaire must enroll at least 10 new members.

Returns To U. S.

T-Sgt. George W. Garland Jr., son of Mr. and Mrs. George Garland of 68 Louisiana Avenue, West Asheville, is now stationed at McClellan Air Force Base at Sacramento, Calif.

He returned to the United States recently after a six-month tour of duty in Saudi Arabia with the Air Force. He is with the 55th Strategic Reconnaissance Squadron Weather.

Members of the West Asheville Memorial American Legion Post Auxiliary will hold their regular meeting at 8 p. m. August 6 in the Post headquarters on Haywood Road.

Mrs. R. E. Daniels, president, will be in charge of the session.

On the agenda is a report on Wednesday's Bloodmobile visit, which the Auxiliary sponsored.

A total of 35 volunteers reported to the donor room, set up at Legion headquarters, and 28 pints of blood were donated to the Asheville Regional Blood Center through the Bloodmobile.

Aiding with registration, transportation, and operation of the canteen for the donors were Mrs. Daniels, Mrs. D. S. Stephenson, Mrs. A. R. Patton, Mrs. Spears, Mrs. Crompton, Mrs. Martha Wofford, and Mrs. H. L. Warren, members of the Auxiliary.

Vice Commander Claude DeBruhl and W. R. Whitney of the Legion Post also aided.

Firemen Plan Picnic Supper At Malvern Hills

Asheville's firemen and their families will get together at Malvern Hills Park at 7:30 p. m. today for a picnic supper.

Sponsoring the event is the Ladies' Auxiliary of the Asheville Firefighters Association.

A square dance will feature the evening's entertainment after dinner.

Tuesday, September 2, 1952

Asheville News Briefly

262-Unit Housing Project Filled With 2,102 Occupants

The 262-unit West Asheville housing project put on the "No Vacancy" sign today.

Henry A. Johnson, executive secretary of the Asheville Housing Authority, said the project has a population of 2,102 persons, of whom 698 are children and 504, adults.

The size of the families range from two to eight. Nine families boast six children each.

The \$2,879,000 project was filled almost three years to the day from the reactivation of the Authority. The Authority, a pre-war slum clearance commission, was reactivated September 1, 1949.

Rents in the project range from \$21 to \$44 a month. Forty-one families pay the minimum rent and two pay the top figure, Johnson said.

The project, to all intents and purposes, was full two months ago when the more popular two and three-bedroom apartments were filled, he said. But, it was not until today that the last of the four-bedroom apartments was opened to an eligible tenant.

Income limits determine eligibility for tenancy.

The project and the 96-unit Lee Walker Heights project for Negroes will pay about \$6,500 to the City this year in lieu of taxes, Johnson said.

DID YOU KNOW

That in 1889 WEST ASHEVILLE was incorporated into a town with its own mayor? Yes, WEST ASHEVILLE fought for recognition 66 years ago and has now achieved many of its aims and purposes. The pioneer citizens in WEST ASHEVILLE had many fine dreams and these dreams have now been realized. WEST ASHEVILLE is equipped with a great variety of businesses . . . many of which are unique in their field. There is a firm of house-movers in WEST ASHEVILLE who are famous in Western North Carolina and who have undertaken house-moving jobs that only experts would consider. There's another large concern in WEST ASHEVILLE who are the only ones in this section to sell bulk limestone to the government who in turn provides the farmers with this limestone to fertilize their fields. There are insulating companies in WEST ASHEVILLE who can make your home 15 degrees cooler in summer and save you up to 40% on fuel costs. There are groceries in WEST ASHEVILLE who take the utmost pride in giving their customers honest-to-goodness food bargains. The finest furniture stores offer values that you won't find elsewhere. There are drug stores with pharmacists on whom you can rely . . . dry cleaners who specialize in mothproofing and renewing your old garments . . . service shops and appliance stores whose main desire is to please their customers. There are a hundred and one different businesses in WEST ASHEVILLE . . . businesses that you have patronized and enabled this community to continue its growth. WEST ASHEVILLE has provided the finest facilities . . . wide paved streets with plenty of parking space . . . friendly, courteous service . . . great selections and low prices. See you shopping in WEST ASHEVILLE.

JANE

DID YOU KNOW . . .

that in 1897 the first piece of macadam road was built from Smith Bridge up the hill towards West Asheville? Now as you drive over the beautiful new Smoky Mountain Bridge, and make the graceful cloverleaf turn up the hill to West Asheville you can see the meaning of the word PROGRESS. Did you know, too, that the enterprising people of West Asheville have set out to make their community one of the friendliest and up-to-date communities in the state of North Carolina? There are 120 businesses in the city limits of West Asheville and the wise merchants are providing shoppers with every convenience possible. They are creating plenty of parking space . . . their shops and store windows are decorated with tantalizing displays and they are making it their business to stock everything you could possibly need. It's a pleasure to walk into a business establishment in West Asheville and to know that a very personal interest will go into helping you select just what you desire. PROGRESS means growth and development and certainly West Asheville more than fulfills this definition.

—Jane

DID YOU KNOW . . .

that in the last ten years approximately 1124 new homes have been built in West Asheville? There's a new school, a fine library and two fire stations. Take a glance at the long list of business establishments that can supply all your wants . . . all ages—all desires. There are doctors, funeral homes, dentists, furniture stores, TV service shops, groceries, supermarkets, hardware, paint and lumber stores, laundries, drug stores, beauty shops, dry cleaners, churches, feed stores and book stores. And there's no need to complain about parking space. You'll find it, right near the stores you want to visit. West Asheville has taken a new lease on life because their friendly services have been so much appreciated. You know yourself that it's just plain fun to walk into a store where the merchandise is attractively displayed and where the sales people make you feel as if they'd like nothing better than to satisfy your every whim. Try shopping where everything is close at hand and where people really enjoy serving you. Try shopping in West Asheville.

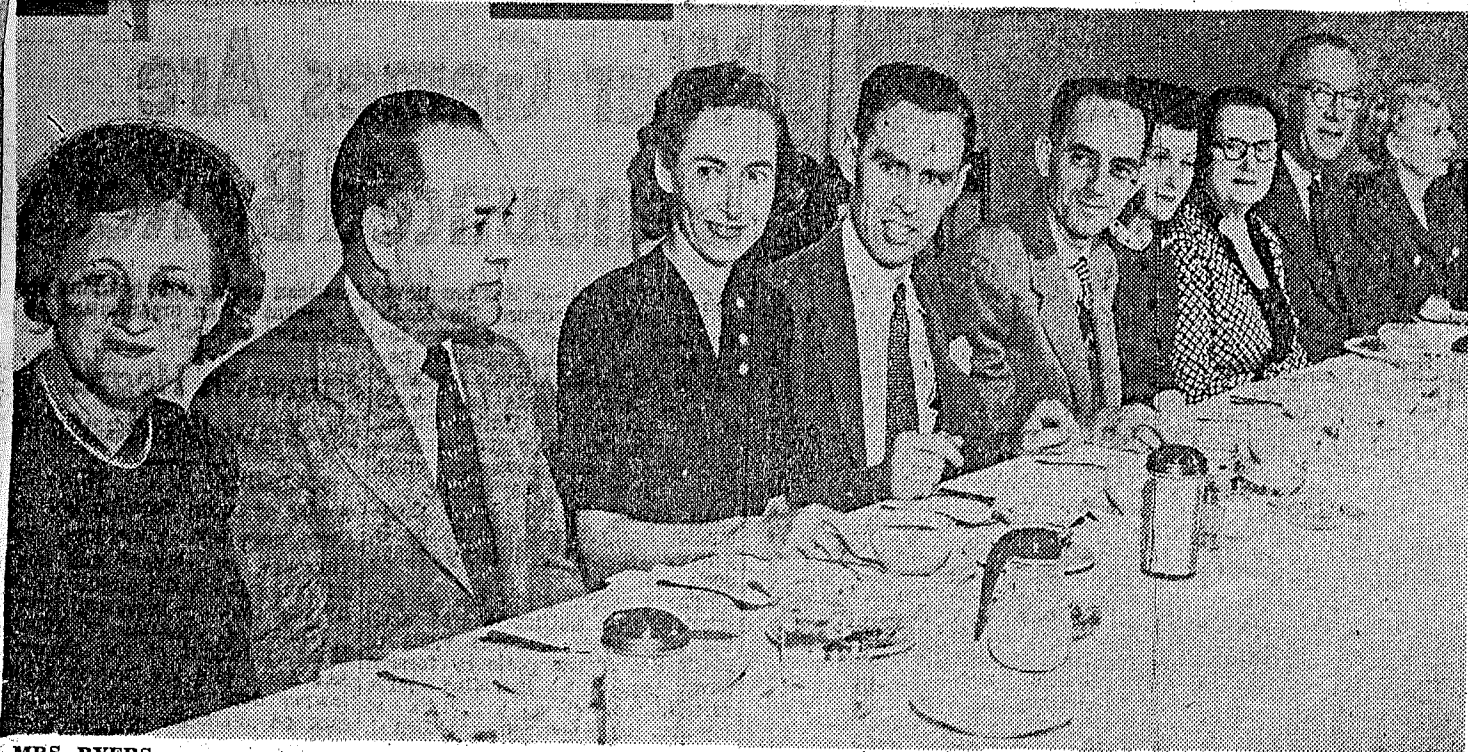
—Jane

BYERS

FORTUNE

MRS. PINNER

ELLER



MRS. BYERS

MRS. FORTUNE

PINNER

MRS. ELLER

MRS. MULVANEY

West Asheville Group Favors TV On Pisgah

Members of the West Asheville Business Association at a meeting last night in the Community Center went on record as unanimously approving the location of a TV tower on Mount Pisgah.

Highlighting the program was a musical rendition by the Joyful Aires Quartet. They are Junior Ball, second tenor; Edward Randall, baritone; Carl Prady, bass; and Myrtle Lance, first tenor. Elbert Plemmons accompanied the group at the piano.

Members of the association were warned by the Asheville Merchants Association to be on the alert for two men, with a coupon scheme, who say they represent an advertising firm. The two were last seen Monday leaving Raleigh in the direction of Asheville.

Jack Wall was program chairman and L. Albert Fortune, president, presided.

COMMUNITY CENTER DEDICATED—The new West Asheville Community Center in the basement of the Haywood Road Fire Station was dedicated at a Ladies Night program of the West Asheville Business Association last night. Participating in the dedication were J. W. Byers, superintendent of schools and principal speaker, and Mrs. Byers; Albert Fortune, president of the association, and Mrs. Fortune; Beaman Pinner, program chairman of the association, and Mrs. Pinner; Earl W. Eller, and Councilman and Mrs. Frank Mulvaney. Byers called for continued work in the city's youth.

Asheville News Briefly 10-6-1953

Community Center Will Be Dedicated This Evening



Fortune Heads West Asheville Business Group

Albert Fortune was reelected president of the West Asheville Business Association last night.

Other 1954 officers named at the business meeting were Robert Groce, vice president; J. L. Lawrence, secretary-treasurer; and Mrs. Arlene Young, assistant secretary-treasurer. Named to the board of directors were F. Jack Cole, Floyd Miller, Jack Wall, Bert Starnes and Paul Nichols, reelected to one-year terms; and E. B. Roberts, A. C. Weddle, Beaman Pinner, Fred Russell and Dr. B. E. Harpe, elected for two-year terms.

The new board and officers will meet at 7 p. m. Dec. 15 in the West Asheville Community Center to plan the new year's program and appoint committees.

Principal speaker last night was Maj. Gen. J. E. Edmonds, who discussed aspects of the world situation, and the Big Three conference set for Bermuda. Afterwards, an informal panel discussion on these subjects was held.

Pinner served as program chairman and introduced the speaker.

The new West Asheville community center will be dedicated today at 7 p. m. at ceremonies during a meeting of the West Asheville Business Association in the new building at the corner of Haywood Road and Clinton Street.

The new center houses a branch of the Pack Memorial Library, a fire department company, a youth center and meeting hall with a kitchen.

Speaker for the event will be J. W. Byers, superintendent of city schools. The invocation will be given by the Rev. T. A. Groce.

The Rev. W. T. Thomas will report on progress of the West Asheville youth and recreation center. Beaman Pinner will be program chairman.

Attending the ceremonies will be Mayor Earl Eller; Councilmen Walter Abernethy and Frank Mulvaney; Miss Augusta Barnett, city director of recreation; and Mrs. Mary Young, supervisor of the youth center.

WEST ASHEVILLE BUSINESS ASSOCIATION OFFICERS were installed last night at a meeting in the West Asheville Civic Center. L to R are Mrs. Arlene Young, treasurer; L. Albert Fortune, reelected president; and J. L. Lawrence, secretary. Robert Groce was elected vice president. New directors named were E. B. Roberts, Fred Russell, Dr. B. L. Harpe, B. L. Pinner and A. C. Weddle. Clarence R. Sumner, Asheville Citizen reporter, was principal speaker.

W. A. B. NESSMEN HEAR HOW JUNIOR DEPUTIES UNIT WORKS

President Beaman Pinner, of the West Asheville Business Association, announced committee assignments at the monthly meeting of the organization at the West Asheville Community Center Tuesday evening. The committee chairmen are: Improvement, Fred Russell; Promotion, Albert Fortune; Publicity, Mrs. Arlene Young; Membership, E. B. Roberts; House, Frank Barnard; Entertainment, Paul Nichols; and Constitution and By-Laws, John L. Lawrence.

Jack Cole presented a gavel to Albert Fortune, retiring president. The gavel of black walnut had a silver band with engraved inscription, West Asheville Business Association, Albert Fortune, 1953-54. In his presentation, Br. Cole called West Asheville the most rapidly growing section west of the river, accelerated by the new bridge and highway and added industrial expansion.

Paul Nichols introduced Rev. Seth Perkinson, who told of the activities of the South's first Junior Deputy Sheriff League organized two years ago at Eugene Rankin school, speaking of the organization. He said: "This is a good starting place to cut down juvenile delinquency in the county. Only three boys out of 3,500 members have had any trouble." Ages of members range from 10 to 15 years. Mr. Perkinson attributes the major cause of juvenile delinquency to broken homes. The members wear badges. He said, "I think a 90c badge a good investment in keeping a boy out of jail."

All city and county schools are represented in the League's membership. Last fall they had gathered at the city recreation park at which officers from the Charlotte FBI office demonstrated

methods of "getting their man." It will be held on a more elaborate scale this year.

Perkinson said the embryo deputies were used in guiding cars to their parking places at evening events. The deputies remained outside and guarded the cars. This resulted in eliminating petty theft of hub caps etc.

Some time ago the boys were taken for a tour of the sheriff's office and jail to see at first hand what delinquency might lead to. One of the adult deputies jokingly remarked that "We have a cell waiting for one of these boys." Judge Burgin Pennell, of County Court has on occasion interrupted court to swear in 50 boys at a time as members of the junior organization.

ASHEVILLE, T.



S. J. FORTUNE

S. J. Fortune Retires At 65 From Business

At the age of 65 and after 35 years in the paint and hardware business in West Asheville, S. J. Fortune retired Wednesday to give more time to his hobbies, hunting and fishing. His wife, also retired after serving 20 years as secretary of Fortune's Paint and Hardware Co., 727 Haywood Road, West Asheville.

The retail branch of the firm will be handled by L. Albert Fortune, while the wholesale branch will be handled by E. L. Fortune, a nephew.

Mr. Fortune moved to West Asheville in December, 1919, from McDowell County, where he was born. He first opened his business at 618 Haywood Road at State Street, then moved to 422 Haywood Road across from the fire department. Some time later he purchased the hardware stock of the West Asheville branch of the Moyd chain, in the building now occupied by Cobble's Department Store. Finally Mr.

Sgt. E. W. Jones Speaks Before West Asheville Business Group

Sgt. E. W. Jones, District Sergeant from Troop E of the State Highway Patrol spoke before members of the West Asheville Business Association at a luncheon meeting Tuesday night in the Community Center.

According to the traffic survey Sgt. Jones presented to the business group, more than 24,500 motor vehicles enter West Asheville every 24-hour period. The survey also indicated that the heaviest point of congestion in West Asheville is on Haywood Road between the intersections of Louisiana Avenue and Brevard Road.

A discussion period was held and Sgt. Jones noted the necessity for maintaining a safe flow of traffic from Asheville.

During the discussion, two minor deficiencies were brought up which will perhaps reach the Mayor's desk. The first was that the traffic signal on Burton St., does not stay green long enough to free Haywood of the traffic halted by the red signal. The second was oblique parking on the corner of Brevard and Haywood Roads.

Following the close discussion of the traffic, Sgt. Jones turned his views to the business phase.

He offered five suggestions he believed would promote trade in West Asheville. 1. Proper advertisement by the sale of good products and fair dealing. 2. Courteous service by having a friendly attitude toward salesmanship. 3. Just prices by not exceeding the standard value. 4. Parking facilities for patrons during business hours. 5. Police protection in a proportionate amount.

Unofficial statistics of Sgt. Jones showed that 1100 homes have been erected in West Asheville during the last ten years.

Paul Nichols was program chairman and president Beaman Pinner presided.

S. J. Fortunes Retire From Hardware Firm

S. J. Fortune yesterday retired from the paint and hardware business he opened in West Asheville in 1919.

Mrs. Fortune retired as secretary of Fortune's Paint and Hardware Co., a position she had held for 20 years.

The Fortunes will leave Saturday for a vacation in Florida.

Fortune is a native of McDowell County. He is now 65 years old.

He is chairman of the board of Aston Park Hospital, a Mason and a member of the official board and finance commission of Trinity Methodist Church.

He is also a life member of the Optimist Club. His hobbies are hunting and fishing.

L. A. Fortune, a son, will head the retail department and E. L. Fortune, a nephew, will head the wholesale department of the paint and hardware concern.

W. A. BUSINESS ASSOCIATION LAUNCHES ADVERTISING PLAN

The subject of presenting the advantages of West Asheville as a residential and trading center was considered at the monthly dinner meeting of the West Asheville Business Association Tuesday evening at the community center. Erik Fis, president of the Fris Advertising Agency, was the speaker. The club voted to sponsor a weekly advertising news letter in The Citizen-Times for one year costing \$750.00. Several donations were made to this fund. Walter A. Ward, of the Asheville News offered to run similar advertising without charge in his publication. The offer was gratefully accepted. Copy would be written by Mrs. Jane Newcomb.

E. B. Roberts, chairman of the membership committee, reported that there are now 200 separate business firms in West Asheville, and that "there are more business opportunities in West Asheville today than in the 23 years I have been here."

Changes were made in the Business Association's constitution for enlarging boundaries within which members are chosen. Another proposed change, presented by John L. Lawrence, chairman of the Constitution and By-Laws Committee, making it possible for residents but non-businessmen of West Asheville to join the Association was tabled on motion of E. B. Roberts. It was voted to make separate committees of the Improvement and Promotion Committee.

Robert Groce asked that an Association committee meet with a similar committee from the West Asheville Lions Club to discuss sidewalk and street lighting improvements west of the river. President Beaman Pinner assured Mr. Groce that such a meeting will be arranged.

Mr. Fris, who was introduced by Paul Nichols, pointed out that while the heart of Asheville business district is east of the river, a number of people had formed him that the new bridge has helped West Asheville merchants.

The speaker left a number of suggestions for improving the business sales with his hearers. Among these were:

1. West Asheville merchants have an opportunity to meet the customers personally.

2. Be conscious of any person service you can render customer.

3. Study the people you deal with and key your advertising to that type. It takes a lot of planning to select a type of merchandise that people want.

4. Have a slogan for your store and express it openly at every opportunity. Let the people know your policy. If you don't have a reputation, you won't get more business from old customers.

5. Carry on continuous advertising. Keep your name in front of the public all the time. Even though results may not be immediate, they will be evident within several months or a year.

6. Maintain the individuality and personality of your store. Inform customers of the superior features of your products and services.

7. Run institutional advertising occasionally to build up good will.

8. Don't blindly imitate your competitor. Be original in your advertising.

Guests introduced at the meeting included Robert Baylor, manager of the new Village Hardware Store; Mr. and Mrs. Campbell, William Purdue and Jacob Handte.

Six Join The W.A. Business Association

Six new members joined the West Asheville Business Association at its April meeting, Tuesday meeting at the Community Center. These included C. E. Fulghum, John F. Lewis, Don Russell, T. F. Kirkpatrick, Robert Baylor and G. N. Smith. They were introduced by E. B. Roberts, membership committee chairman.

Mrs. Robert Norwood, director, was piano accompanist for the West Asheville Baptist Church quartet, who sang several numbers. The singers were Ronald Tomberlin, David Whisnant, Jack Penland and Tom Cowan.

Beaman Pinner, president, read a letter from Maurice Puckett, president of the Asheville Chamber of Commerce, asking members to present suggestions for promoting Asheville during the year. The trade organization is particularly interested in ways and means to back men planning to start small business projects in the city.

At the close of the meeting Association members stood while prayer was asked for recovery of C. Weddle, whose condition has been critical.

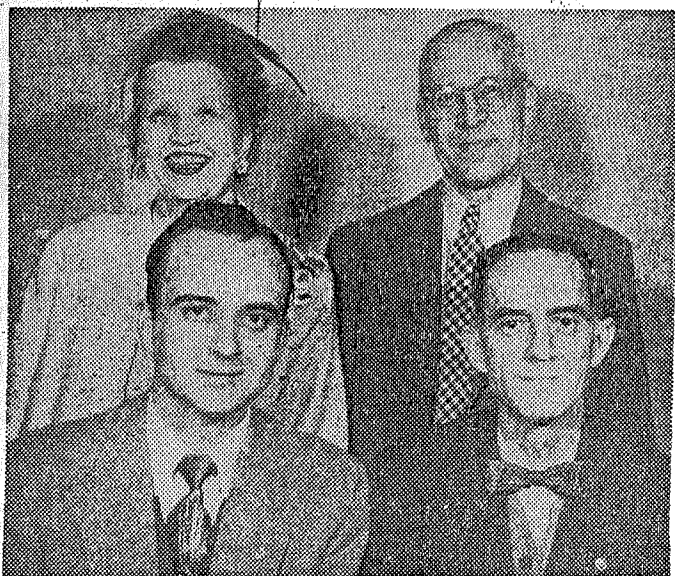
DEAR CATHERINE:

Spring has come to West Asheville and everyone in the family is full of enthusiasm for planting flowers and starting a vegetable garden. Also, we're painting the house, inside and out. It's so much fun and one of the reasons is because of the friendly suggestions that the sales people have to offer. We have really been relying on these West Asheville merchants to help us because we're so new at this sort of work. We decided to paint two of the bedrooms and the living room and when we went to our neighborhood hardware store took as much trouble with us as if we were painting a ten room house. We're doing the living room in the palest mauve with matching woodwork and having new draperies and slipcovers made. There's the most wonderful remnant shop over here and we got some terrific buys in beautiful materials. John is painting the outside trim on the house, too. Roger has become very garden-conscious and the man who runs the local feed and seed store has taken Rog under his wing. He's made all sorts of suggestions for the amateur gardener and Rog goes to sleep with seed catalogues under his pillow. Did you know that you can buy eggplant, rhubarb and asparagus seed? This seed store is really complete with every kind of seed and plant you could possibly want in your garden. Never before has our family been so enthusiastic about their home, lawn and garden... and I must give the merchants over here in West Asheville all the Credit. More later.

JANE

Young

Lawrence



Nichols

Pinner

-Citizen Photo

WEST ASHEVILLE Business Association officers for 1955 are Paul T. Nichols, vice president; Beaman L. Pinner, president; Mrs. Arlene Young, co-secretary-treasurer; and John L. Lawrence, secretary-treasurer. Committee chairmen named at an association meeting at the West Asheville Community Center last night were Fred Russell, improvement; Albert Fortune, promotion; Mrs. Young, publicity; E. B. Roberts, membership; Frank Barnard, house; Lawrence, constitution and by-laws; and Nichols, entertainment.

Pinner Elected Head Of W. A. Business Assoc.

Beaman Pinner was elected President of the West Asheville Business Association at its December meeting Tuesday evening at the West Asheville Recreation Center. Other officers chosen include Paul Nichols, vice-president; John Lawrence, secretary and treasurer; and Mrs. Arlene Young, assistant secretary and treasurer.

Five new directors named for the coming year were Frank Barnard, Floyd Miller, Robert Groce, Harry Atkins and Paul Nichols. Incumbent directors are E. B. Roberts, A. C. Weddle, Beaman Pinner, Fred Russell and Dr. B. L. Harpe.

Prof. T. H. Hunt, principal at Hall Fletcher Junior High School, and Rev. Lester Lane, pastor of Calvary Baptist Church spoke on the part that schools and churches played in the life of a community.

West Asheville Beautification Contest Will Open Tuesday

A "Beautify West Asheville" contest for students of four schools will open Tuesday.

Sponsored by the West Asheville Business Association, the contest will be open to students of Aycock, Eugene Rankin, Vance and Hall Fletcher schools.

Eight cash prizes will be awarded. These include first, through third prizes of \$7, \$5 and \$3, and awards of \$1 each and five awards of \$1 each.

In order to enter the contest, students must register at their respective schools Tuesday.

They will then select their projects and upon completing their projects must write a letter to their school principal on the subject, "What I Have Done to Improve the Appearance of My Community and Make it More Attractive."

The letter must be in the principal's office by May 5. The awards will be made at the various schools May 12.

The contest will not be judged on the amount of cash students spend to improve their homes, but on the work and planning they employ. Ages of the students will be considered when the letters are judged.

Suggested projects include raking leaves and cleaning out under-

brush; repairing lawn fences and sagging gates; making necessary repairs on front and back steps; porches, window and door screens; painting where necessary; sowing grass on barren spots and planting flowers where possible; raking and picking up paper, trash, empty bottles and cans on all surroundings, and trimming hedges and pulling weeds.

Members of the contest committee are Robert Groce, chairman; Bert Starnes; Mrs. Troy White, who will assist the principal of Aycock school; Mrs. G. E. Grueter, Eugene Rankin; Mrs. Frank C. Glenn, Vance, and Mrs. Frank Fishburn, who will assist the principal of Hall Fletcher school.

W. A. Business Association Hold Annual Picnic & Family Night

Between 40 and 50 members of the West Asheville Business Association and their wives, sweethearts, and children held their annual picnic at Rhododendron Park Tuesday evening.

Vice President Paul Nichols was chairman of the arrangement committee for this event, and O. W. Wilkerson and Jack Fortune did the chaffing of the fried chicken. Beaman Pinner is president of the organization and J. L. Lawrence is secretary.

The next regular meeting will be held at the West Asheville Civic Center, Tuesday, September 6.

DID YOU KNOW

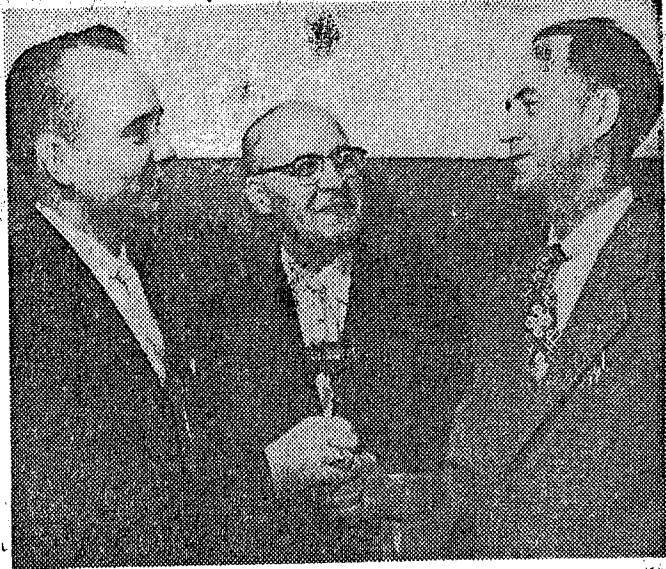
That three of the seven members of our City Council are either residents or have businesses in WEST ASHEVILLE? Such representation shows the calibre of citizens in WEST ASHEVILLE, and it also shows why the business and community life there is so successful. The people who live and work in WEST ASHEVILLE are striving to do their utmost for all the individuals in this section. It's obvious in the way they run their businesses . . . in the way they strive to please you, their customers and clients. The people of WEST ASHEVILLE have seen to it that you have wide, paved streets on which to drive . . . an abundance of parking facilities for your shopping convenience. They have filled their stores, shops and businesses with merchandise and services that will give you the utmost in satisfaction. Attractive displays, reasonable prices and courteous, attentive sales people are added attractions for shopping in WEST ASHEVILLE. Come on and join the throng of shoppers who have discovered that for easy, pleasant shopping — there's no place like WEST ASHEVILLE. See you shopping in WEST ASHEVILLE.

JANE

DID YOU KNOW

That in 1847 Thomas L. Gaston deeded an acre of land on Haywood Road in WEST ASHEVILLE to George and Peter Miller to be used for church and school purposes? A small frame building was erected on this property and during the years was torn down, enlarged and expanded until in recent years it has been known as Balm Grove Methodist Church. And that just about tells the story of WEST ASHEVILLE . . . how it expanded and enlarged through the years until today it is one of the most up and coming communities in Western North Carolina. Each year brings more people and more businesses to WEST ASHEVILLE . . . some of which are entirely unusual to this section. There's a new business which has recently been established and which is rapidly growing in popularity. It's the fast car wash, where they wash your car in two minutes, thoroughly inside and out with a maximum of results and a minimum of trouble to you. White sidewall tires are cleaned like new and a high powered vacuum cleaner thoroughly vacuums the inside of your car while the motor is being steam cleaned. It's a brand new business to this section of the country and WEST ASHEVILLE is proud of it. There are many other businesses which bring complete satisfaction to the customers in WEST ASHEVILLE . . . the dry cleaners are the finest . . . the drug stores, groceries, and super-markets serve their customers well . . . the real estate men, electricians, plumbers, accountants, garage men and printers do their best to help their customers. There are insulation companies, florists, hardware stores, novelty shops, department stores, lumber companies, laundries, furniture stores, feed and seed stores, drapery shops, fish markets, dairies, tractor and farm equipment centers all equipped to give satisfaction. For a pleasant shopping experience, drive to WEST ASHEVILLE with your shopping list and take advantage of adequate parking facilities, wide, paved streets, friendly service and reasonable prices. See you shopping in WEST ASHEVILLE.

JANE



WEST ASHEVILLE MERCHANTS last night elected officers to head the West Asheville Business Assn. Elected were (L to R): Paul T. Nichols, president; J. L. Lawrence, secretary-treasurer. Beaman L. Pinner, retiring president, presided. Other officers, not present for the picture, were Willard Hensley, vice president, and Bob Groce, assistant secretary-treasurer.

New W.A. Office Building Filled

Suites and office of the new one story office building at 4 Vermont Avenue in West Asheville are filled by a number of professional and business men that include a medical doctor, a dentist, and three business firms.

The owner of the building, E. B. Roberts, realtor, occupies part of it. Offices of Griffin and Woody, general insurance firm, J. Sparks Griffin accountant, Dr. Louis C. Sommerville, physician, and Dr. W. Eugene Ryon, III, dentist, are also in the building.

The cost of the building is estimated at about \$25,000 with J. Hilliard Ward as contractor.

Active in civic, business and religious affairs for a number of years, Mr. Roberts is a member, a deacon and associate superintendent of the Sunday School class at the West Asheville Baptist Church. He is a director of

W. J. MURPHY PLANS AMUSEMENT PARK HERE

W. J. Murphy, head of a number of toy-making, distributing and souvenir-manufacturing enterprises, is making plans for an eight acre amusement park on the Leicester highway, West Asheville, which will run roughly parallel to the Leicester road and the old County Home Road. The park will be "easy to get to from any section of Asheville, and there will be parking space for 1,000 cars—to name a few of the many advantages of the location of the park.

The Amusement Park will be developed, owned and operated by Murphy and his wife. The land was purchased recently from Wilshire Park, Inc., Murphy said.

The park will include a swimming pool, picnic area with 50 picnic tables, roller coaster, Ferris wheel, airplane ride, electric auto ride, miniature golf, ponies, horse and surrey ride, skating rink, shooting gallery, boat ride, penny arcade, dance pavilion, miniature train and many other attractions.

The Park will be open next Easter, Murphy said. Civic clubs and church groups will be given the opportunity to have concessions in the park, he added.

Murphy was born in Asheville and received his preparatory education in its city schools.

DID YOU KNOW

That in 1891 a race track was in operation near Sulphur Springs in WEST ASHEVILLE? WEST ASHEVILLE has solved many problems in the comparatively short time it has existed as such a large and flourishing community. One of the most important is the solution to the traffic problem. It's a pleasure to drive to WEST ASHEVILLE to do your shopping. There's always plenty of parking space and there's no fighting the traffic to get where you want to go—no driving along slowly, bumper to bumper. WEST ASHEVILLE takes pride in its wide, paved streets and more than adequate parking facilities, as well as the fine businesses and sterling citizens that make WEST ASHEVILLE one of the most progressive. There's a business house in WEST ASHEVILLE for all your needs . . . drug stores, feed and seed stores, dry cleaners, doctors, accountants, optometrists, real estate brokers, dentists, appliance dealers, hardware stores, lumber yards, auto repair shops, department stores, florists, 5 and 10c stores, self service laundries, insulation companies, radio & TV repair shops, used car dealers, housemoving experts, restaurants, gift shops, banks, furniture stores, beauty salons, barber shops, groceries and super-markets, shoe repair shops, jewelry stores, record shops, farm equipment and tractor centers, plumbers, electricians and painters. When you need something in a hurry . . . or when you plan a few hours of leisurely shopping, you'll enjoy the convenient shopping facilities that WEST ASHEVILLE have arranged. See you shopping in WEST ASHEVILLE.

JANE

DID YOU KNOW

That in 1852 the French Broad River overflowed its banks and swept away the bridges, destroying transportation and communication with WEST ASHEVILLE? If such a catastrophe were to happen today, WEST ASHEVILLE could provide all the necessities and luxuries to the people of its community for a long, long time. WEST ASHEVILLE offers complete shopping facilities for the home and the family with its wide variety of businesses. Did you know that in WEST ASHEVILLE you'll find one of the most complete and varied selections of hobbies in Western North Carolina? There you'll discover a hobby for any age group from 8 to 80. If you're planning a children's party, you'll find all the novelties to delight any child—candles, favors, toys—all under one roof in WEST ASHEVILLE. The housewives of WEST ASHEVILLE also rely on the self service laundries to make their house work easier. These fine WEST ASHEVILLE laundries serve as many as 300 families a week and there's no service charge for loading and unloading the machines. Many women leave the wash on their way to work and pick it up on their return. They'll wash almost anything for you—including your money and your watch which happens occasionally. Yes, you'll find everything you need in WEST ASHEVILLE—drug-gist, furniture stores, dry cleaners, department stores, novelty shops, hardware and lumber companies, beauty parlors, barber shops, groceries, super markets, florists, real estate brokers, doctors, dentists, optometrists, feed and seed stores, gift shops, jewelry stores, auto dealers—and any number of other businesses needed in daily life. See you shopping in WEST ASHEVILLE.

—Jane.

WM. HOOD BUYS LAWRENCE STORE

John L. Lawrence, who has been operating the AG Food store at 219 Haywood Road since July 12, 1928, sold the store to William Hood, also with many years in the grocery business, to open the Lawrence Realty which will be located next door to the store on Haywood Road.

Mr. Hood, who needs no introduction, took possession of the food store yesterday. He has made Asheville his home since the age of six months when his parents brought him here from Henderson, North Carolina, and received his preparatory education in the city schools.

He began his career in the grocery business at the age of 12, as part time job after school, as delivery boy with Jax Pax.

Upon graduating from school he accepted a position with the Dixie Home Stores, and 17 years later he resigned to go in with Giezentanner grocery and remained with this firm until he purchased his own AG Store at 219 Haywood Road.

His wife, the former Miriam Candler, is also an Asheville girl. Mr. and Mrs. Hood have two children, John Gregory, 8 years of age, will be in the third grade at Newton this coming term. He likes swimming, stamp collecting, and has fun playing with his beautiful Beagle, Shorty. And Paula Jean age four, who likes to play with her dolls.

Mr. and Mrs. Hood are active members of the Christian Missionary Alliance Church. He teaches the Jr. high boys Sunday school class.

John L. Lawrence, now operating the Lawrence Realty at 223 Haywood Road, prior to his opening the above store July 12, 1928 with two crates of cantaloupes and 11 watermelons, operated a store at the corner of Waynesville and Tremont in West Asheville from 1921 to 1925. He has also had experience in Real Estate business.

He has been a member of the Calvary Baptist Church since 1912, and teaches the Men's Bible Class now.



\$2-Million Shopping Center Proposed

By DOUG REED

A \$2,000,000 regional shopping center will be constructed just west of Smoky Park Highway Bridge if a six-year lease extension to the property is granted by City Council, it was announced yesterday by George B. Coggins, developer.

The center will be known as "Westgate," for which a charter has been issued by Thad Eure, secretary of state. Coggins is president of the corporation and will manage the proposed center if the lease agreement is reached.

OPPOSITION DEVELOPS

Council, in a 90-minute session yesterday saw opposition develop to the project and delayed for one week a final decision on whether to grant the six-year extension on a lease now terminating Dec. 31, 2000. Council's decision will be worked out on an informal session early next week.

Site of the development will be on the "quarry tract," a rocky, irregular span of property bordering both sides of Patton Avenue west of the bridge and extending steeply down to a point on the east side of Emma Road (Craven Street), beneath the bridge.

Construction will be entirely on the north side of Patton with long-range plans calling for an exit-entrance driving lane on the south side.

Councilman Theodore B. Sumner, Herbert D. Miles and Harry Blomberg, together with his attorney, James S. Howell, raised objections to the proposed center.

ORIGINAL REQUEST

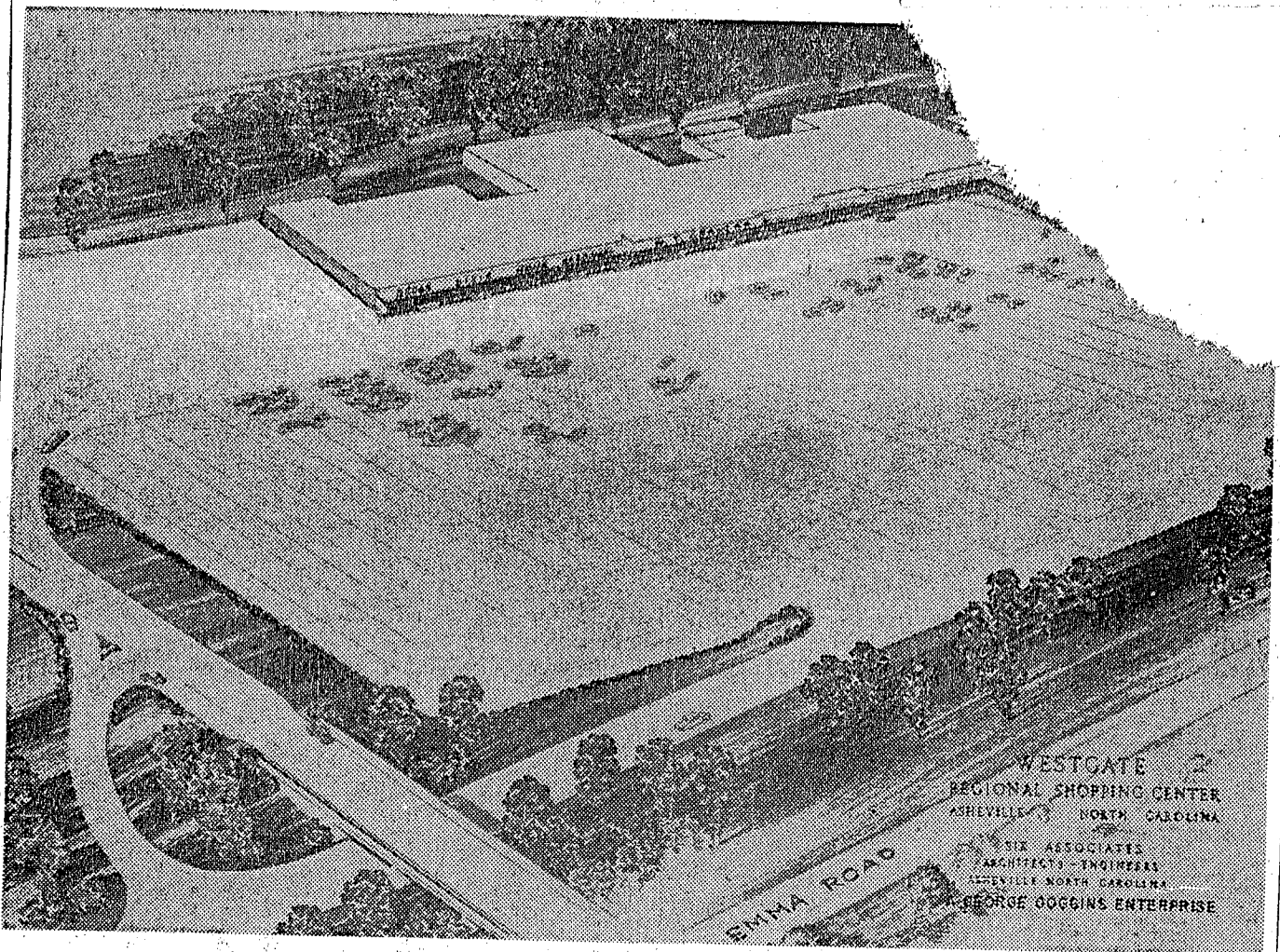
Coggins originally sought a revised lease with a 50-year extension, the cumulative total of lease and options running through the year 2050.

But he admitted the project could proceed if a six-year lease extension were granted. Construction is scheduled to be completed by Sept. 1, 1956. Joe T. Chiott, agent for Massachusetts Mutual Life Insurance Co., said a \$1,500,000 loan has already been committed subject to a guarantee of a 50-year lease from the date of the mortgage.

Council entered into a lease with Coggins in 1950 for 25 years, granting him an option for renewal for a second 25 years. Rental price is \$1,200 a year. Coggins yesterday offered to pay \$2,400 a year for the second 25-year period as "an incentive to Council to grant the extension." He offered to pay \$3,600 a year the final six years but Council did not indicate it would be satisfied with that.

TAX ISSUE

City Manager J. Weldon Weir, supporting "a shopping center inside rather than one outside the city as having a tax advantage to the city," said the existing lease terms "are not a point." He said, however, the terms of a six-year extension "are what we need to discuss before we can decide what we feel the city should have."



PROPOSED \$2,000,000 SHOPPING CENTER

Developer George B. Coggins disclosed plans yesterday for a regional shopping center off Patton Avenue on the west end of Smoky Park Highway Bridge. Buildings run generally north and south, facing east across French Broad River. Parking lot in front would

be size of 10 football fields, according to scaled drawing by architects. Construction now appears to hinge on approval by City Council of a six-year extension to a lease held by Coggins. The center would cost an estimated \$2,000,000 and would be managed by Coggins.

"I think we cannot overlook the fact that this is an opportunity for the city," Weir said. He said "it is an important point that we must realize there is going to be a shopping center somewhere regardless of what we do. That makes it all the more important," he said, "for the city to have the tax advantage of a shopping center located inside the city."

CONTRACT SIGNED

Coggins announced yesterday that a contract has been signed for construction of the center with J. A. Jones Construction Co. of Charlotte. Chiott said as far as the insurance firm was concerned, construction would begin "immediately" upon receiving the green light from Council. Weir said a revised lease should incorporate a stipulation that work begin within a specified period of time and Coggins and his associates agreed.

Six Associates Inc., Asheville architects, has been given the architectural contract, it was announced, and Doan R. Ogden employed as landscape architect.

In addition to the prospective insurance firm loan, Coggins said an additional \$500,000 has been secured in "equity capital."

Coggins said lease agreements have been executed with major tenants in the center, which will include 25 stores and service shops.

A paved free-parking area will be provided in front of the stores for 1,200 cars, according to announced plans. Among major tenants named by Coggins as having already signed sub-lease agreements were W. T. Grant Co., "junior" department store, Rose's 5-10-25c Store, Dixie Home Supermarket and Diana women's apparel store.

Other tenants, he said, will include a drug store, hardware store, men's store, shoe stores, jewelry store, garden shop, beauty shop, barber shop, dry cleaning plant, launderette, paint store, book and stationery store, restaurant, bank, toy shop, hobby shop, appliance store and children's theater.

Office space will be provided for several professional offices, he said.

The stores, shops and offices will be air-conditioned, according to plans. A canopy will cover the sidewalk the entire frontage of some 800 feet. The stores, for the most part, will be on one floor and the ground floor area will be in excess of 150,000 square feet, according to architectural plans.

The actual building site and parking lot would cover some 26 acres of the old quarry tract and the additional property under lease would be reserved for future expansion of the stores, Coggins said.

The grounds will be landscaped with grassed and planted areas, according to plans. Stores would face east and will be on a slight knoll, visible from most of the eastern portion of Asheville, it was stated.

A package pick-up system will be featured, according to plans, along the entire distance of the store fronts, with a signal system for automobile patrons to ring for their packages after completing shopping. All parking will be free to customers in a paved area along the store frontage, it was announced. The proposed parking lot would be approximately 350 feet by 1,200 feet.

The \$150,000 grading contract calls for moving a tremendous amount of earth to level the property and fill in the old quarry. Plans for the center include parkways and traffic lanes for circulation of automobile traffic within the center and under-passing the west end of the highway bridge to allow entrance to the center by east-bound traffic from Patton

Avenue without crossing conflicting west-bound vehicles.

Coggins said the construction company had estimated the grading would be "one of the largest earth moving jobs in the history of the city and will approximate the amount of dirt removed when Battery Park Hill was leveled."

The center will employ some 500 persons, Coggins said. He said "local building trades are anxious to have the benefit of the impetus of the expenditure of approximately \$2,000,000 in Asheville within the next 12 months." Several trade unions were represented at yesterday's Council session but did not enter the discussion.

Chiott said the insurance loan would call for amortization in 20 years from Sept. 1, 1956 but said "it is entirely customary in loans of this size" to require at least a 50-year lease.

William Vance Burrow, Coggins' attorney, said rental from the four tenants listed above and "a major department store" also leasing space would be sufficient to take care of debt service on the loan.

Sumner said the "other 16 stores" would draw merchants from "Patton, College and Broadway," leaving "stores standing vacant everywhere."

Burrows said experiences in other cities had been that shopping centers attracted more trade to an area without serious damage to business districts. Chiott cited the booming Cameron village development in Raleigh as an example and said: "Asheville is not unique among other cities in the United States, Mr. Sumner. What has happened elsewhere can happen here. Business is moving away from the crowded centers but that is a trend you cannot stop."

Miles, former president of the George Vanderbilt Hotel and largely responsible for donation of land on which the City Auditorium is built, as well as being instrumental in acquisition of Pritchard Park, said he did not believe the terms Coggins sought should be granted.

He proposed a 75-year lease with payments based on "high value rentals, not on present rentals." He said rentals 50 to 75 years hence should not and could not be justly based on present values.

Strongest objections were expressed by Blomberg and Howell, speaking as Blomberg's attorney. Howell said Blomberg and others paid \$110,000 for property also fronting on Patton Avenue acquired from the Case Estate and argued that the city-owned property leased to Coggins, being nearer the city proper, was worth even more.

He said Attorney George H. Wright is "working with me" and "he and I feel there may be some question as to the legality of the original lease." He said it was his opinion "after a cursory examination" the city should have advertised for competitive bids on the original lease, citing the fact the property passed to the city and county (an overwhelmingly major share to the city) from the old Board of Financial Control and that as such it was a trust from which all revenue should be directed into the Sinking Fund Commission for Buncombe County.

But City Corp. Counsel Robert

W. Wells said that point was threshed out in 1950 and read an opinion from the late Attorney General Harry McMullan saying that the city was not required to advertise for competitive bids on leases.

Blomberg argued the granting of an extension to enable Coggins to build the center would give "him great competitive power over the downtown area. Why put anyone in such a competitive position?"

He said he was sure "George Coggins will go down as one of the smartest promoters in the history of North Carolina" in obtaining the 1950 lease.

He claimed a shopping center of his own, also on Patton Avenue but outside the city limits, would include some 15 stores, "all of which will be amortized in a 10-year period." And he said 15 stores would provide \$85,000 a year rentals to the developer of any shopping center. He said the buildings on Coggins center would be "obsolete in 30 to 50 years, adding: "Gentlemen, we're thinking too far ahead."

"Coggins is one of the smartest young men in Asheville to have come up here and sold the city a bill of goods," he said.

Sumner pressed for an agreement whereby the existing lease would be rewritten, with rental the first 25 years to be six per cent of the present value as determined by a new appraisal, with a second appraisal at the end of 25 years to determine rental the second 25-year period.

Shopping Center Work Will Begin Next Week

City Council gave the green light yesterday for the proposed \$2,000,000 Westgate Shopping Center on the city quarry tract.

Developer George B. Coggins, shortly after receiving a 56-year, eight-month lease on the 25-acre site, said work will start next week on excavating and grading 400,000 cubic yards of dirt.

Coggins said J. A. Jones Construction Co., a contractor for the development, will start moving grading equipment to Asheville from Charlotte today.

NO OPPOSITION

Coggins' grading contract with Jones calls for completion of grading within 60 days.

Council, adopting the lease yesterday without audible opposition in a voice vote, gave Coggins three years in which to complete the project.

Coggins' construction contract with Jones, however, calls for completion of the job by next fall. Council also stipulated that there must be at least \$1,000,000 spent on the project and Coggins told Council a firm commitment for a \$1,200,000 loan has been approved by Massachusetts Mutual Life Insurance Co.

Coggins also said he has raised \$300,000 equity capital for the construction. Equipping shopping facilities and other building improvements will run the total to at least \$2,000,000, Coggins said. The insurance firm holds an option for financing future development and construction, according to the commitment agreement.

LEASED IN 1950

If Coggins fails to construct within the three-year period, a controversial extension to an old lease will be terminated, but Coggins will still hold the land until the year 2000.

Coggins leased the site, just west of Smoky Park Highway Bridge, in 1950 at \$1,200 a year for 25 years with a 25-year-renewal option, giving him the tract, in effect, until the year 2,000.

During the past five years, subleasing, financing and other nego-

tiations have been completed but final financing became dependent upon a full 50-year lease from the time actual construction is completed.

Coggins therefore asked an extension, originally seeking an additional 50 years (to the year 2050) but cutting this to six years, eight months (to the year 2007) when Council balked at entering a 100-year lease.

The final lease provides that Coggins must pay taxes on land and improvements. The city-county owned property is not now on tax books. The city owns 22/27th of the land, the county the minor balance. Several councilmen have said the land should go on tax books, but such a move is up to the Board of Tax Supervision.

Rental under the lease will run \$1,200 a year to 1975, \$2,400 a year from 1975 until 2000 and \$1,000 a

month from 2000 until 1007, a total rent return to the city of \$170,000, in addition to taxes on improvements—and on the land itself if these are ever applied.

The lease becomes effective Jan. 1, 1956 and will supercede the present lease dating from 1950, City Attorney Robert W. Wells said.

Yesterday's resolution was introduced by Clarence E. Morgan, seconded by Robert I. Presley. Earlier, Councilman Theodore B. Sumner and Harry D. Blomberg, auto dealer and large land owner, had opposed an extension. There was no expressed opposition yesterday and the Council's newest member, William F. Algary, raised only the significant question: "How sure is Mr. Coggins that he can swing the deal?"

Coggins clutched his \$1,200,000 commitment and said he was pretty sure.



GRADING WORK BEGAN yesterday for Westgate Regional Shopping Center just west of Smoky Park Highway Bridge. Millions of cubic yards of earth will be removed from the high bluff overlooking the city from the west side of the French Broad River. Grading and construction of the center is being done by J. A. Jones Construction Co. of Charlotte. The dirt is being shoved into the old city quarry below the ridge upon which the center is to be built. About two months is expected to be required for the \$200,000 grading job, according to Developer George B. Coggins.

—Citizen Photo

January 28, 1956

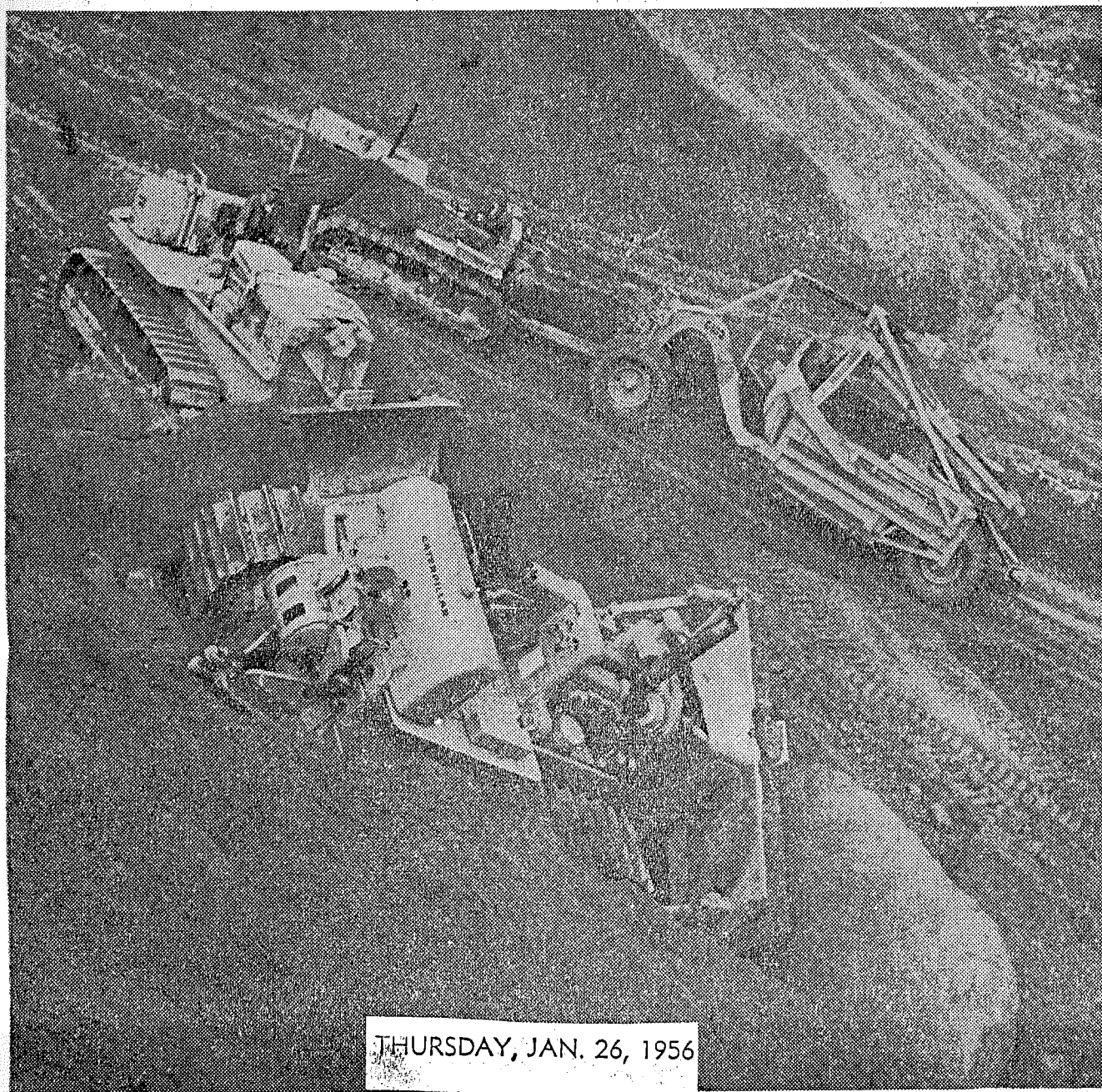
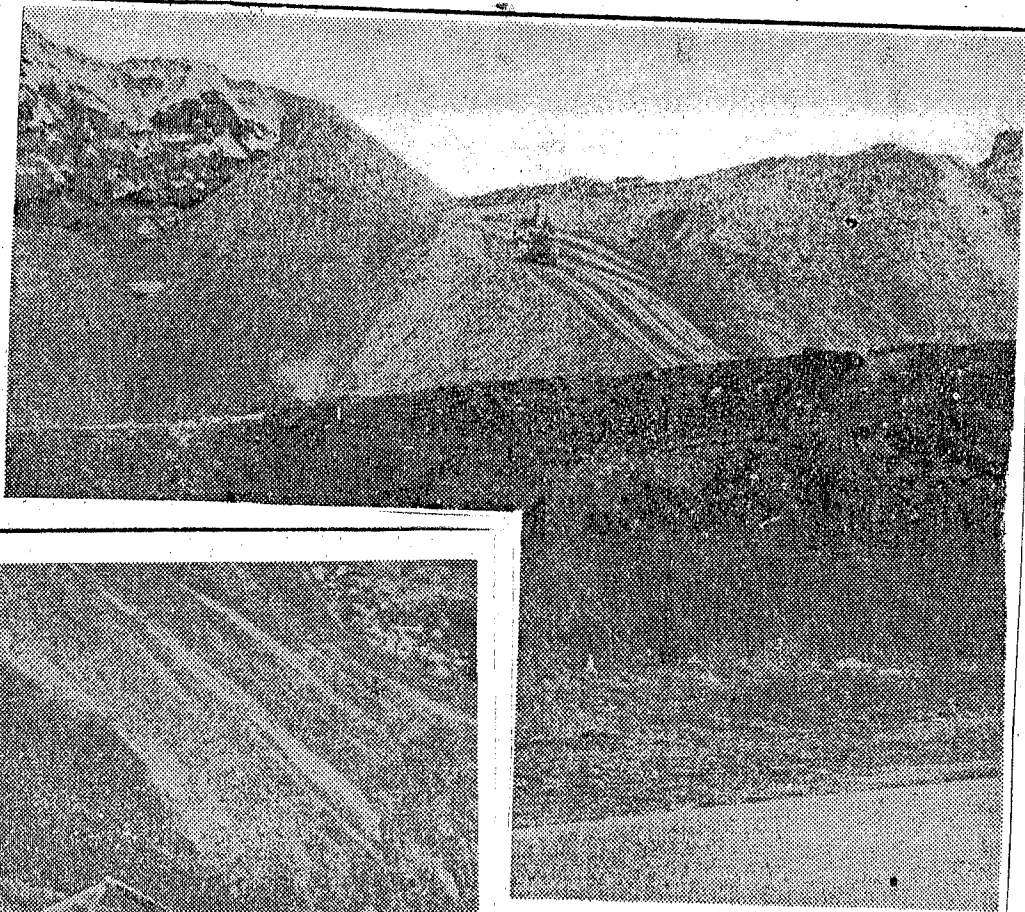
Smoky Bridge Lighting Work Is Under Way

First work toward lighting Smoky Park Highway Bridge and its approaches began yesterday by Skyland Construction Co. for Carolina Power and Light Co.

Poles are being placed along the bridge and highway at points where they are to be mounted. Eight lights will illuminate the bridge, and others will light highway approaches from the Haywood Street intersection on the east to near the Hanover cloverleaf on the west of the structure.

Eventually, the city hopes to see street lights installed the entire length of new Patton Avenue to the Haywood Road junction.

FRIDAY, JAN. 13, 1956



THURSDAY, JAN. 26, 1956

THIS STEEP STALEMATE on Westgate Regional Shopping Center grading project yesterday left practically irresistible force (huge D9 Caterpillar in foreground) groaning against almost immovable object huge WNC boulder at lower right) while driver, a mere man, contemplated situation passively. Second bulldozer at left came to rescue, scraping away dirt in

front of boulder, uncovering second boulder beneath surface. Drag pan in rear is on upgrade, indicating degree of incline. The D9 "Cat" attempted to shove the boulder to the foot of the graded hill, mired in mud when rock became stubborn, finally could neither back up nor go forward and soft earth filled to top of right track. Under added force of second dozer, rock finally budged.

-Citizen Photo-Ball

DOWN COMES SKYLINE as machines

grade to size old city quarry tract for Westgate Shopping Center. Reducing mountain to modest molehill has already brought enough earth down precipitous slope for grading machines to chug from crest to river level far below at Craven Street (Old Emma Road) in foreground. View is up along eastern face of cliff atop which center is to be constructed.

Clifton St. 'Boom' Land Purchased

Westgate Shopping Center, itself a part of the Patton Avenue "boom," is apparently producing something of a land boom of its own.

Sale of some 1,000 feet of frontage on Clifton Street for approximately \$40,000 by Walter A. Londenbergh to a new, three-man combine was recorded in the Register of Deeds office yesterday.

The property lies on the west side of the street, formerly known as Arlington Heights, and runs along the rear of the proposed shopping center.

Purchasers, according to the deed, are Whitlock Lees, Louis Linsky Jr. and Robert W. Wells. Wells is attorney for the city, from whom the Westgate site is leased.

The attorney said last night no immediate use of the land is anticipated. The purchasers, not now incorporated as a firm, were interested in securing the property as an "investment," Wells said.

Amusement Park To Open In West Asheville June 1st

It was recently announced by the West Asheville Amusement Park, Inc., that the West Asheville Amusement Park will open June 1.

The firm has taken a lease on 21 acres of ground on County Home Road, and work on the project has begun.

Officers of the corporation are Rex Smathers, Jr., president; C. L. Bird, vice president; Frank Campbell, secretary; and Russell Holcombe, treasurer.

West Asheville Amusement Park, Inc. will provide basic services that include light, power, water, parking facilities and general maintenance.

The company will lease concessions for rides, game booths, refreshment stands and other attractions to civic clubs, church groups and other organizations.

Leased concessions to date according to Smathers, include: a "turnpike" of monorail cars on a curving track; a roller coaster; a kiddie train for small children; a miniature 60-foot train on a 750-foot track for children and adults; a kiddie boat ride; a miniature auto track for small geared down cars; a photo gallery concession; a shooting gallery; a milk bottle pitching booth; archery; darts; and a miniature golf course.

Plans for a merry-go-round, ferris wheel, dodge-em cars, and a skating rink, are being made, with or without a sponsor.

Other interests to be offered by the company include; free to patrons, use of ball field and shuffleboard and volleyball courts which will also be available to organized groups by reservation.

The park's main attractions will include a swimming pool with water space to accommodate 1,200 swimmers. Work on the pool is expected to get under way sometime this year, but will probably not be completed for the coming season.

Smathers said last week that present plans call for an investment of around \$100,000, with pool construction probably carrying the total well over that figure.

Parking lot for the amusement park will be on the old County Home Road on the city side of the Southern Railroad tracks, and the amusement area will be reached by an underpass under the railroad.

Entrance fee to the Amusement Park will be five cents for each person, but will be redeemed on purchase of concession tickets.

Closing hours will be 10 p.m. Smathers said the corporation plans to "make every effort to keep a high level of entertainment."

The corporation plans to ask the Chamber of Commerce, the Jaycees and other civic groups to name members to an advisory board for the park. The objective, Smathers said, is to provide a "vacationland" type of amusement center, rather than a carnival type of entertainment.

Smathers left for Anaheim, California recently to visit Walt Disney's, famed "Disneyland" to get ideas for development of the local project.

FRIDAY, MARCH 2, 1956

W. A. Business Ass'n Meets Tuesday

The West Asheville Business Association will hold its next meeting, Tuesday March 6, in the Community Center on Haywood Road. Supper will be served at 7 o'clock and the business meeting will begin at 7:45.

The following persons have joined the Association since the first of the year: Gary V. Allen of "Phillips 66," C. L. Bird of Smathers Realty Company, and Joseph C. Casabella of ABC Stores.

All members are urged to attend.

THE ASHEVILLE CITIZEN, ASHEVILLE, N. C.

Friday, February 24, 1956

(31)

W. T. Grant Co. Leases Space In Shopping Center

George B. Coggins has signed a five-year lease with the W. T. Grant Co. under terms of which the Grant company will occupy one-story department store in the \$2,000,000 Westgate Shopping Center beyond Smoky Park Bridge.

The lease, filed yesterday in the office of the Buncombe County Register of Deeds, also gives the Grant Co. an option to extend the contract through 1976.

The Grant store is expected to be approximately 120 by 200 feet in size and will be contained on one floor in line with other architecture in the shopping center.

Bon Marche, Rose's 5-10-25 cent store, Diana Women's Apparel Store, Kirby Family Shoe Store and Wynn-Dixie Supermarket also have announced plans to locate in the new development.

Grading on the huge project is expected to be finished early in March and construction will start soon thereafter. Coggins is developer of the project.

THE ASHEVILLE CITIZEN, ASHEVILLE, N. C.
Thursday, February 23, 1956



-Citizen Photo

OFF FOR DISNEYLAND today on a scouting expedition to get new fun ideas for a proposed amusement park here are Rex Smathers Jr., Mrs. Smathers and their son, Gary. Smathers is president of West Asheville Amusement Park, Inc., which plans to open a major fun facility on County Home Road this summer. Mrs. Smathers and Gary are going along as expert witnesses on the tour of Disney's famed play park in Anaheim, Calif.

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



PAUL NICHOLS

Paul Nichols, co-owner of the Home Furniture Company at 797 Haywood Road, is president of the West Asheville Business Association.

Organized in 1950, the purpose of the West Asheville Business Association is to among many objectives, "promote the business interests of West Asheville in such a manner that the business men may not only hold the trade of the people of West Asheville but that the highest standards of business ethics may be maintained by the business men of the community." Since this past January 1 around 7 new members have joined the Association, and among other constructive works, a parking lot on Haywood Road has been secured and grading on this project has begun. When finished the lot will accommodate some 35 or 40 cars for the convenience of business persons and down-town shoppers.

The son of Rev. and Mrs. Nichols, Paul was born in Moline, Illinois. He was educated in the Moline and Decatur, Illinois city schools, James Milliken University, Decatur; and Asheville-Biltmore College.

Paul came to Asheville with his family in 1947 when his father the Rev. Nichols became pastor of the First Christian Church in Asheville.

Prior to going into his present business, Nichols was for a time associated with radio station WNCA with Allen Newcombe, now with WBTV in Charlotte.

A veteran of world war II, Sgt. Nichols, assigned to the Signal Corps in the U. S. Army Infantry, spent about a year in Hawaii.

Mrs. Nichols, the former Margaret Anne Weddle, a native of Asheville, is connected with the Asheville Power and Light Company.

Nichols is a charter member of the West Asheville Lions Club. He is Elder, chairman of the administrative board, minister of music and conducts a Sunday School class (adults) in the West-side Christian Church in West Asheville. The Church was founded about three years ago with two members—Nichols and the Pastor. Since that time membership has grown to 67.

Hobbies. Music. He began playing the trombone in the school orchestra when he was in the fifth grade, and continued to play in various school orchestras through preparatory school and college. He now plays with his brother's orchestra, Grady Nichols orchestra which appears before various civic groups, Asheville Country Club, Biltmore Forest Club, Inc.

He appeared with the Asheville Community Theatre in one production "Of Thee I Sing," and among other appearances he has played in the American Legion Band, Ice Show at the Asheville City Auditorium, etc.



BILLY DAVIS

Youth Week Begins At Calvary Sunday

Youth Week will be held at Calvary Baptist Church, beginning Sunday, March 4, and continuing through the week.

The young men and women who will be in charge of the work of the Church will include:

Pastor, Billy Davis will take over the Church services for the week. Director of music, Charles Dalton; Sunday School Sup't., George Lindsey; training union director, Eddie Bennett; organist, Barbara Gordon; pianist, Mary Carolyn Hawkins; and W.M.S. president, Freddie Michael.

W. A. Business Ass'n. Meets

Members of the West Asheville Business Association met Tuesday night at 7 o'clock in the Community Center.

Beaman Pinner, chairman of the Improvement Committee, reported that the parking lot at the corner of Haywood Road and Sulphur Springs Road is completed. Frank Barnard, chairman of membership, stated that he has written 90 letters to prospective members. A number of other projects have been started which will be reported on the next meeting.

The speaker of the evening was the Rev. John R. Hamilton of the Haywood Street Methodist Church. He was introduced by Willard Hensley, chairman of the program committee.

Paul Nichols, president, presided.

88 Years Young



JACOB S. HANDTE

McCullough Seed Company is proud to number among its friends and customers, a man who came to Cincinnati to attend the firm's recent Garden and Lawn Trade Show from Asheville, N. C., Mr. Jacob S. Handte, who is 88 years young operates his own seed store in Asheville. He says he is owner-manager-bookkeeper, buyer-salesman and good will ambassador. He counts his friends by the hundreds and lives for his home, his church and his seed store. Proof of his interest may be seen in the fact he won the prize the McCullough folks awarded the dealer traveling the most distance to their show.

He says we are never old because we have lived a long time. It's what we do—the way we think and the way we live—that makes people old.

Here is a man who proves "Life Begins at 80" and it is a pleasure and a privilege to present to Seed World readers Mr. Jacob S. Handte of Asheville, N. C.

Reprint



T. H. HUNT

T. H. Hunt Honored At Texas Event

Thomas H. Hunt, principal of Hall Fletcher High School, was honored with an all-out homecoming reception "deep in the heart of Texas" last week.

Hunt, who taught at Nacogdoches High School in Texas 35 years ago, was hailed as a "great teacher" by returning members of the classes of 1920, 1921 and 1922 at the homecoming held for Hunt March 3 in Nacogdoches.

Some 275 persons attended the banquet meeting at which Hunt, as honor speaker, recalled his first teaching experiences in the Texas high school. He thanked his former pupils for "giving me more than I ever taught you. You taught me the meaning of forbearance, love and brotherhood."

Hunt was presented with an engraved watch in token of remembrance.

A native of Tennessee, Hunt came to Asheville in 1922. He taught history in the then Asheville High School, and later served as principal of Claxton School and David Millard Junior High School. He became principal of Hall Fletcher Junior High School in 1937.

He graduated from the University of Chattanooga and later did graduate work at the University of Tennessee, the University of Texas and the University of Rochester.

W. A. Lions Present Hall Fletcher With \$600

The West Asheville Lions Club presented Hall Fletcher Junior High School with a check for \$600 to be used for the school athletic and music programs, at last Tuesday night's meeting.

Participating in the presentation ceremonies held in the West Asheville Community Center were E. B. Todd, second vice president of the club; C. W. Chapman, the club's treasurer; T. H. Hunt, school principal; and J. P. Eblen, one of the school's athletic coaches.

The donation by the club was made possible by recent benefit sale of light bulbs in the community.

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



MR. T. H. HUNT

Principal of Hall Fletcher High School, Mr. T. H. Hunt points out that teaching from the text book is in part the great responsibility of the teacher. When a youngster has the correct teaching and the right kind of training from understanding parents and instructors through the first seven grades, juvenile delinquency will have become a forgotten term. Teaching is a noble profession. Its practical end is that of training good members of society. Its art is the art of social life, and its end is fitness for the world.

The following A TEACHER'S PRAYER is from ADULT TEACHER, September 1955, by Frank Glenn.

"O Lord of learning and learners, we are at best but blunderers in this God-like business of teaching.

"Our shortcomings shame us, for we are not alone in paying the penalty for them; they have a sorry immortality in the maimed minds of those whom we, in our blundering, mislead.

"We have been content to be merchants of dead yesterdays, when we should have been guides into unborn tomorrows.

"We have put conformity to old customs above curiosity about new ideas.

"We have thought more about our subjects than about our object.

"We have been peddlers of petty accuracies, when we should have been priests and prophets of abundant living.

"We have schooled our students to be clever competitors in the world as it is, when we should have been helping them to become creative co-operators in the making of the world as it is to be.

"We have regarded our schools as training camps for existing society to the exclusion of making them working models of an evolving society.

"We have counted knowledge more precious than wisdom.

"We have tried to teach our students what to think instead of how to think.

"We have thought it our business to furnish the minds of our students, when we should have been laboring to free their minds.

"And we confess that we have fallen into these sins of the schoolroom because it has been the easiest way. It has been easier to tell our students about the motionless past that we can learn once for all than to join with them in trying to understand the moving present that must be studied afresh each morning.

"From these sins of sloth may we be freed.

"May we realize that it is important to know the past only that we may live wisely in the present.

"Help us to be more interested in stimulating the builders of modern cathedrals than in retailing to students the glories of ancient temples.

"Give us to see a student's memory should be a tool as well as a treasure chest.

"Help us to say 'Do' oftener than 'Don't.'"

"May we so awaken interest that disciples will be less and less necessary.

"Help us to realize that, in the deepest sense, we cannot teach anybody anything; that the best we can do is to help him to learn for himself.

"Save us from the blight of specialism; give us reverence for our materials, that we may master the facts of our particular fields, but help us to see that all facts are dead until they are related to the rest of knowledge and to the rest of life.

"May we know how to 'relate the coal scuttle to the universe.'"

"Help us to see that education is, after all, but the adventure of trying to make ourselves at home in the modern world.

"May we be shepherds of the spirit as well as masters of the mind.

Give us, O Lord of learners, a sense of the divinity of our undertaking."

A native of Tennessee, Mr. Hunt began his teaching career at Nacogdoches High School, Texas in 1920, where he was honored with an all-out homecoming reception, March 3, by the classes of 1920-'21-'22 in Nacogdoches. He was hailed as a "great teacher." Around 275 persons attended the banquet meeting at which Mr. Hunt as honor speaker recalled his first teaching experience in the Texas high school. He thanked his former pupils for "giving me more than I ever taught you. You taught me the forbearance, love and brotherhood."

Mr. Hunt was presented with engraved watch in token of remembrance.

Mr. Hunt came to Asheville in 1922, and taught history in the then Asheville High School. He served as principal at Claxton School and David Millard High School. He became principal of Hall Fletcher High School in 1937.

He is a graduate of the University of Chattanooga with graduate work at the University of Tennessee, the University of Texas and the University of Rochester.

Mr. and Mrs. Hunt have two married children, Zane W. Hunt of Asheville, and Mrs. Marilyn Hunt Chambers of Greenville, South Carolina.

A native of Tennessee, Mr. Hunt is a veteran of World War I. It is interesting to note that prior to going overseas, he had his training under Lieut. Col. Dwight D. Eisenhower at Gettysburg, Pennsylvania; and his overseas duty was that of driving a tank for Colonel George W. Patton.

Mr. Hunt is deeply interested in people and especially interested in youngsters of today that may grow into responsible men and women of tomorrow.

Classroom teaching under an understanding instructor, is training the student in a way that in time will give him a clear concise view of his own opinions and judgements and a truth in developing them.

Mr. and Mrs. Hunt reside on the Weaverville Highway in Weaverville, where they enjoy working with their flower and vegetable gardens.

April 2, 1956

Club To Seek More Lights On Haywood

Prompted by a petition circulated and endorsed by West Asheville businessmen, the West Asheville Kiwanis Club at its weekly session yesterday in Tingles Too Restaurant passed a resolution asking for addition and replacement of street lights on Haywood Road.

The petition was directed to City Manager J. Weldon Weir for presentation to the City Council.

Haywood Road, particularly in the business district of West Asheville, has for many years lacked sufficient lighting from Beacham's Curve to Lucerne Park, the club charged.

The petition was read and passed upon by members of the club's board of directors following the regular meeting of the club.

Warren Kimsey, of Chicago, Ill., field representative of Kiwanis International, conducted the board meeting.

Mrs. Brice Hickey, assistant supervisor of the Ground Observers Corps and Sgt. Fitzpatrick and Sgt. Williams of the Air Corps, gave a program on the Ground Observers Corps.

Fitzpatrick discussed the history of the corps and Williams showed a film on the Ground Observers Corps. Ralph Graham, president, presided.

Asheville, N. C., Sunday Morning, March 25, 1956

Supermart Set For Shopping Center

Work on Town and Country Shopping Center on U. S. 19-23 will begin early next month with construction of a \$225,000 A&P supermarket, it was announced yesterday.

In a joint release, the chain store disclosed plans for the new store and Harry D. Blomberg announced that the store will be the first phase in development of the \$750,000 shopping center, located two miles west of the center of Asheville.

When completed, the shopping center will contain a variety of

stores on an 18-acre tract with parking space for 850 vehicles.

Contract for construction of the center has been awarded to Wilburn and Son, Inc., of Asheville, Blomberg said. Stores within the shopping center will adjoin along one straight row, facing Patton Avenue. In first phases of development, the buildings will consist of approximately 60,000 square feet of merchandising space.

Construction of the A&P food store to begin early in April will be the seventh retail store of this organization in Asheville.

The announcement was authorized by P. M. Bealer Jr., Southern division vice president and executive of the N. C.-S. C. district headquarters.

The supermarket building will contain more than 12,300 square feet of floor space, with approximately 52,000 square feet of parking space for its customers. The structure will be one-story of concrete and brick construction with a cream brick front. The exterior design will include latest innovations in retail grocery facilities.

Construction will probably be completed in time for occupancy this fall. The development was cited by Bealer as "another evidence of the A&P organization's faith in the future growth of Asheville."

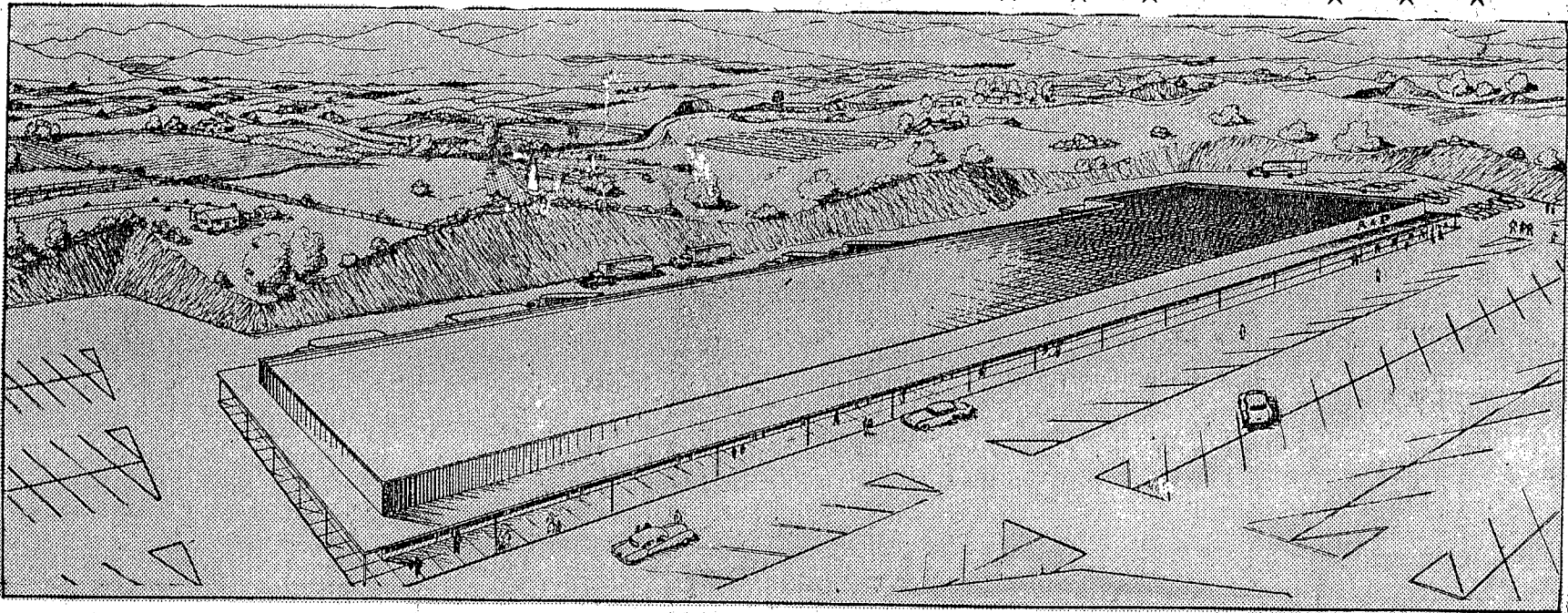
In a brochure on Town and Country Shopping Center also released yesterday by Blomberg, additional plans listed call for:

Two entrances and two exits, schedules for loading and unloading that will not interfere with traffic during peak shopping per-

iods, covered walkways to protect shoppers, lighted parking areas and additions to parking space as required.

Other features of the shopping center development include a 1,100-foot frontage on Patton (U. S. 19-23), accessibility from either Asheville or West Asheville and an elevation which will make the center stand out prominently.

In addition to the A&P store, Blomberg said, yesterday a number of other leases are being completed with other tenants for Town and Country Shopping Center.



NEW SHOPPING CENTER . . . will contain supermarket (far right) as its first unit in continuous row of buildings.

The West Asheville Business Association met in the West Asheville Community Center Tuesday night, 11:00 P. M., 1956.

Tom Phillips, executive vice president of the Western North Carolina Junior Achievement, Inc., introduced Durwood Brown, Junior Achiever who discussed the various achievements of the organization.

Members of the Association held a discussion on the improvement of street lighting in West Asheville, and mentioned that a petition endorsed by West Asheville merchants, has been sent to City Manager J. Weldon Weir.

President of the Association, Paul Nichols, presided. Around 40 business men and women attended the meeting. New members are Mr. Ball and Claude DeBruhl.

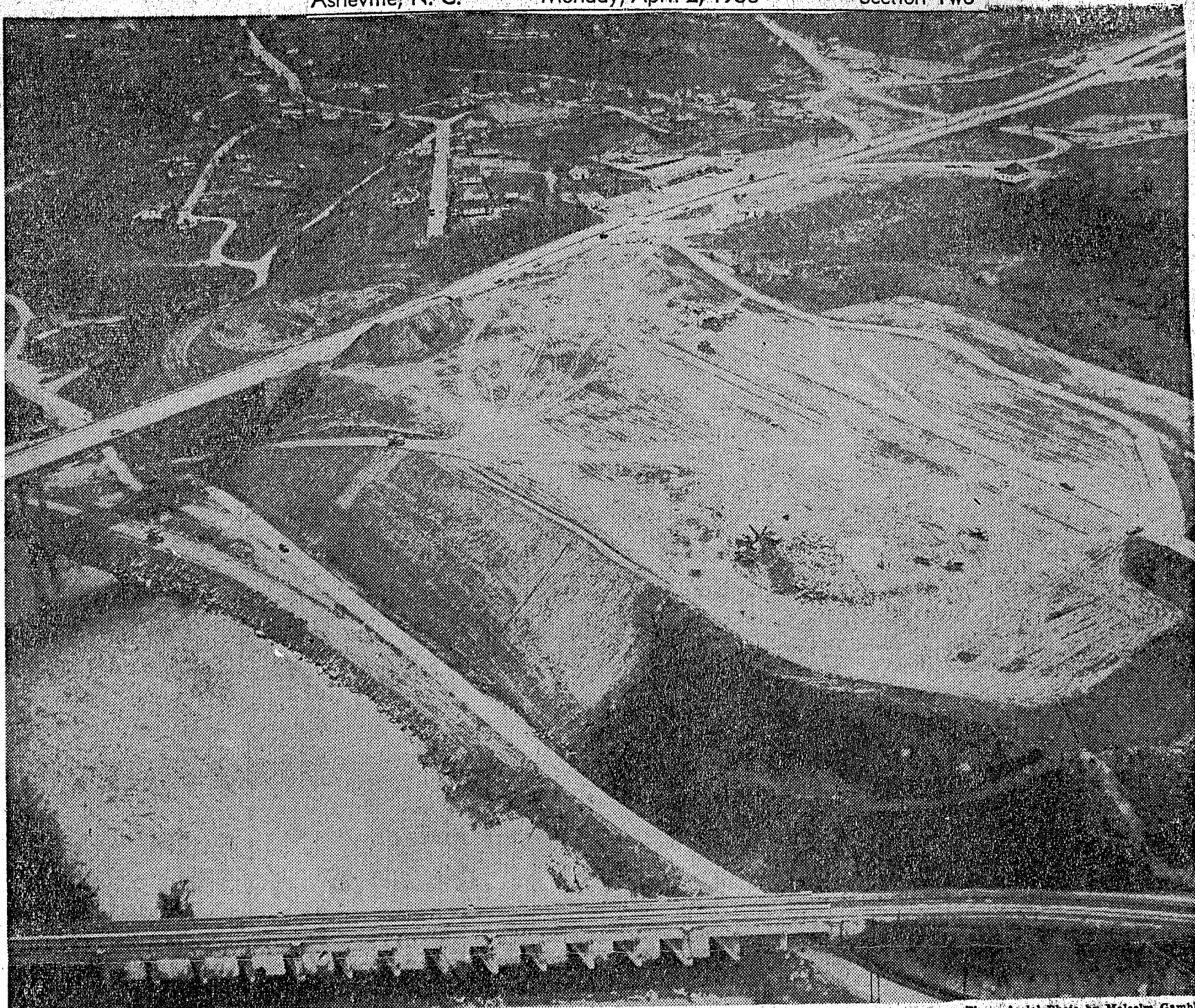
THE ASHEVILLE TIMES

Asheville, N. C.

Monday, April 2, 1956

Section Two

(33)



—Times Aerial Photo by Malcolm Gamble

FLAT LAND—Level ground is a comparative rarity in this mountain country but bulldozers and power shovels combined to produce a flat lot at the western end of the Smoky Park Highway Bridge. The property will become the home of a \$2,000,000 shopping center. This aerial view shows the relocation of a section of Craven street, at the left of the photo, and the beginning of a loop road under the bridge to

channel traffic from the west into the center without crossing traffic. Some 200,000 cubic yards of earth were pushed over the bluff overlooking the French Broad River to bury the old city quarry property in the lower center of the picture. The bridge at the bottom of the picture is the Southern Railway bridge. At the upper right is the Hanover street cloverleaf intersection.

Shopping Center Proposed

W. Asheville Group Hears Weldon Weir

Operation of the city government was discussed by City Manager J. Weldon Weir at a meeting of the West Asheville Business Association last night.

More than 1,000 cities in the United States have adopted the council-manager form of city government since Asheville did in 1931, Weir said.

Today, 1,376 American cities have the plan, he said.

Weir said that with 46 per cent of every tax dollar going for debt service, the city's refinanced debt of approximately \$22,000,000 in 1936 has been reduced to slightly less than \$14,000,000.

The city receives only about one-third of its total income from ad valorem taxes, he said, out of a total budget of some \$3,700,000. The balance comes from other sources, such as ABC sales, water sales and other local and state sources.

In response to a question regarding annexation of areas outside the city, Weir said the expense of providing fire protection, garbage collection, lighting facilities, street maintenance and water and sewer service would mean extension of city limits would be "a losing proposition for the first five years, financially."

The meeting was held in the Community Center in the new West Asheville fire station.

THE NEWS PERSONALITY OF THE WEEK

By BERTHA W. HALEY



D. FRANK HYATT, SR.

Commander of Post No. 891 of the Veterans of Foreign Wars, D. Frank Hyatt, Sr., outlined the activities of the V.F.W. Post 891 and similar units throughout the U. S. as in the past conflicts are playing an important role in the nation's war effort today. Founded in 1899, the Veterans of Foreign Wars of the United States is an organization composed of honorably discharged men who have served in the Army, Navy or Marine Corps on foreign soils or in hostile waters in any war campaign or expedition recognized by Congress.

"When war was declared in December 1941, the National VFW sent representatives to Washington and requested the War Department to give it a program that would help most in the prosecution of the conflict," Commander Hyatt explained in outlining the activities of the unit.

"The first job given the VFW," Hyatt continued, "was that of recruiting the cadets. The assignment was accepted readily and up to January 1, 1943, more than 1,500 boys had been enrolled as aviation cadets through the VFW program."

In addition to the above work, Hyatt continued, the V.F.W. through its membership raised \$150,000.00 to purchase 15 primary planes which were contributed to the Government. Other wartime projects of the V.F.W. includes promotion of rifle clubs and associations, co-operation with state's formation and maintenance of state or home guard units, co-operation with civilian defense activities and guarding the welfare of those serving in the armed forces through just and adequate and comprehensive insurance protection, hospitalization benefits, compensation, pensions and allowances for veterans of this war and their dependants . . . to enable honorably discharged veterans to re-adjust their civilian lives . . . in the words of Abraham Lincoln, "To care for him who has borne the battle and his widow and orphans."

Mr. Hyatt with his son, D. Frank, Jr., operate the Hyatt Electric Shop, 349 Haywood Road, West Asheville.

Mr. and Mrs. Hyatt, Sr., came to Asheville in 1924, and have made this their home ever since.

He is the son of Mr. and Mrs. Pinkney Hyatt, "pioneer family of Western North Carolina." His mother is the former Miss Margaret Jones of the Mills River section in Henderson County whose ancestors were pioneers in that section, and his father's family dates back to among the first settlers of the Waynesville section.

Mr. Hyatt was born in Waynesville and educated in its city schools.

After his school days were over, he accepted a position with the Waynesville Telephone Company as an electrician.

Three years later he "went out West" and for one year was electric Signal Maintenance man for the Southern Pacific Railroad.

In 1911 Mr. Hyatt enlisted with the Marines in Salt Lake City, Utah; and was in active service that included Alaska, Mexico, and the Pacific. He was honorably discharged from the Marine Corps in Washington, D. C. in 1917.

Upon his discharge from the Marine Corps, Mr. Hyatt returned with his young wife, the former Miss Elizabeth S. Clear of Washington, D. C., to Waynesville where they made their home until they came to Asheville in 1924, at which time Mr. Hyatt opened the Hyatt Electric Shop.

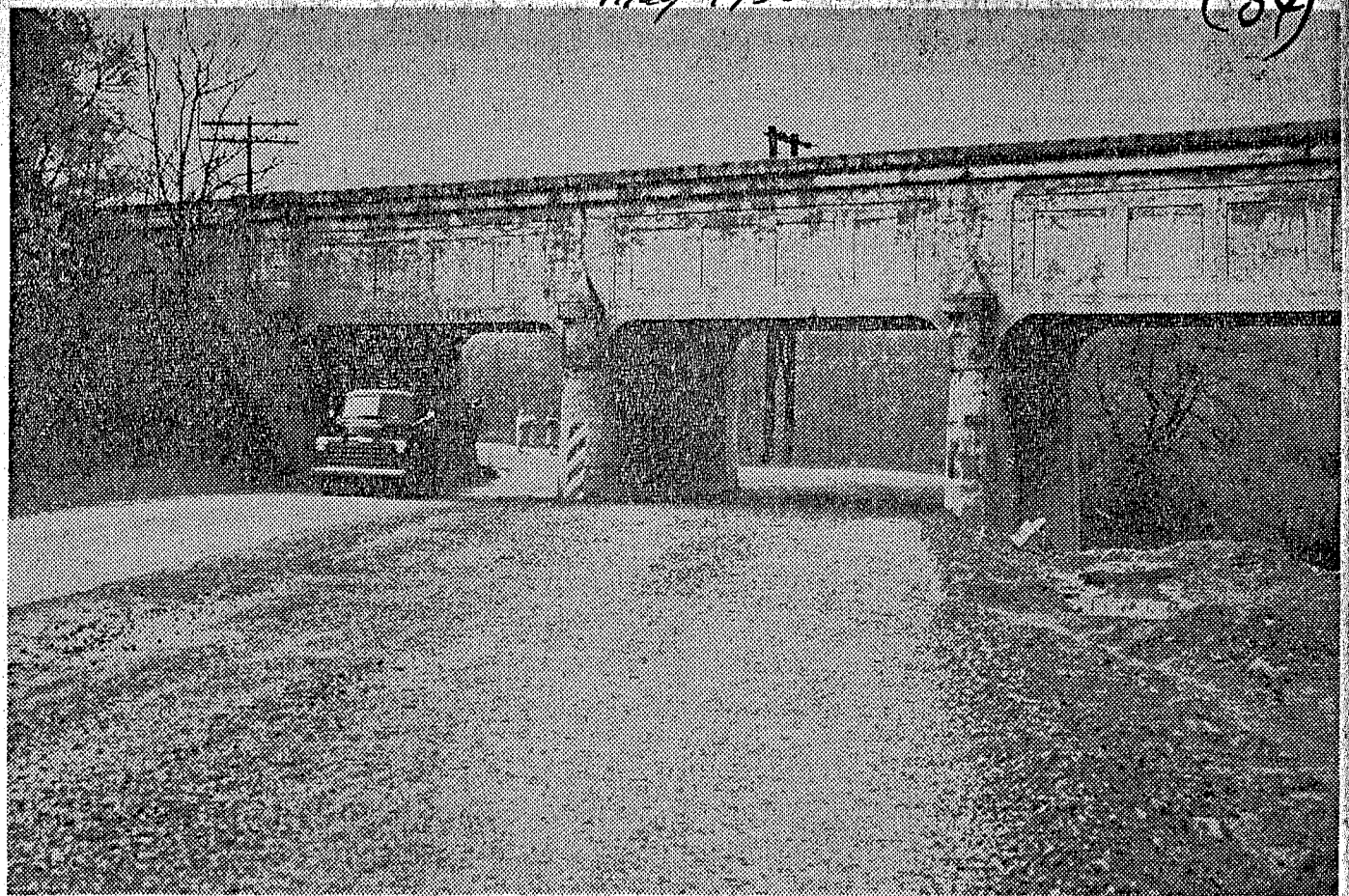
Mr. and Mrs. Hyatt have five children, all married: D. Frank Hyatt, Jr.; Mrs. A. H. Smith of Columbus, Georgia; Mrs. W. B. Bickerton of San Diego, California; Mrs. C. B. Whitehead of Jacksonville, North Carolina, and Mrs. James Sherrill of Camp Lejeune.

The Hyatts have a very attractive German Police dog, one year of age, that rides in the car with Mr. Hyatt when he goes out on a job. Butch, a well trained dog, does as his master orders.

Mr. and Mrs. Hyatt are members of the St. Joan of Arc Church in West Asheville.

Mrs. Hyatt, among other activities, does the bookkeeping for the Hyatt Electric Shop.

Hobbies. Mr. and Mrs. Hyatt enjoy an occasional game of Bridge. Canasta.



A NEW UNDERPASS LANE on Emma Road under Southern Railway main line reduces traffic hazard of old, narrow lane (left). Grading of the new lane beneath the railroad bridge has been completed and will

be paved soon. Addition of lane at sharp turn more than doubles width of roadbed. The new arrangement is similar to underpass beneath same bridge on Riverside Drive, also broadened several years ago.

Westgate Center To Open Oct. 25

The \$2,000,000 Westgate Regional Shopping Center, now 50 per cent complete, will open for business at 12 noon Oct. 25.

The date was fixed yesterday by Westgate Associates Inc., a new merchants organization formed by tenants in the center for cooperative merchandising promotion.

The group named Louis Lipinsky Sr., president of Bon Marche Inc., as president of the new association.

Other officers elected at a meeting in Battery Park Hotel yesterday morning are R. C. Stidham of Atlanta, district manager of W. T. Grant Co., first vice president; W. Fleming Talman, president of Talman Office Supplies, second vice president; C. J. Benfield, district Wynn-Dixie Home Stores manager, third vice president and George B. Coggins, Westgate Corp. president, secretary-treasurer.

The principal officers will form an executive committee of the association. Other members of the board of directors in addition to officers are Leonard Schiff of Columbus, Ohio, district manager of

Shoe Corp. of America; Mrs. Marie Gordon of Diana Stores Inc. and H. G. Patterson of Roses 5-10-25-cent stores.

The executive committee fixed minimum store hours at the Center at 12 noon to 9 p.m. daily and 9 a.m. until 5:30 p.m. Saturdays.

It was authorized by the board to employ an executive director for the merchants organization and to plan and carry out cooperative promotion and advertising programs.

Roofing of the Center will be completed this month, it was announced and plastering will begin this week. Work by J. A. Jones Construction Co. is on schedule and completion is expected by Sept. 1, the target date for admitting tenants to store buildings, it was announced.

Following yesterday's organizational meeting, a luncheon was held with representatives of newspaper, radio and television stations, banks, insurance firms, the Chamber of Commerce and out-of-town businesses as guests. The group later toured the center by bus.

Business Association Hears McFall

Dr. Walter T. McFall, Asheville dentist, spoke on "Self-Improvement, Business Improvement and Community Improvement" at a meeting of the West Asheville Business Association yesterday in the West Asheville Community Center.

President Paul Nichols presided.

Amusement Park To Open Three Of Its Attractions

Operating on a "strictly limited" basis for the time being, the new West Asheville Amusement Park on County Home Road will open three of its attractions to the public tomorrow and Sunday.

Frank Campbell, secretary of the company building the park, said three features will be opened up to accommodate the large number of persons who have been visiting the park as sightseers.

Campbell said he wanted the public to understand that the park is not nearly complete, and a great deal of work is still to be done before all features outlined in announcements early this year are ready.

Set to go tomorrow, Campbell said, are a Tub-o-Fun ride, a Kiddie Ferris Wheel and chair swings.

He said electric bumper cars are nearly complete, and will probably go into use some time next week.

The rides in use tomorrow will be operated during week-days next week if there is sufficient demand for them, Campbell said.

A miniature train ride is approaching completion, Campbell said, and may go into operation within a few days.

Also getting close to the ready mark, he said, is a miniature 18-hole golf course. He estimated it will be in use in about two weeks.

The concession stand won't be in use, Campbell said, but there will be soft-drink and ice-cream sales. Rest rooms and parking lots have been completed, he said.

In addition to the attractions now finished or under construction, several other rides and features are scheduled for opening during the summer, Campbell said.

Plans announced last February called for eventual construction of a swimming pool, miniature auto track, sports area and other features.

Rex Smathers Jr. is president of the amusement park company. Other officers are C. L. Bird, vice president, and Russell Holcombe, treasurer.

W. A. Business Ass'n. Sets Picnic For July 3

The West Asheville Business Association will hold its annual picnic at Rhododendron Tuesday night, July 3, beginning at 7 o'clock, for members and their families.

It has been announced that the association will furnish the fried chicken, bread and drinks. Members are to furnish vegetables, salads, pickles, pies, cakes, etc.

Action Postponed On W. Asheville Amusement Park

Legal action aimed at closing the West Asheville Amusement Park on County Home Road has been postponed until Thursday morning, July 12, at 9:30 o'clock.

Plaintiffs in the suit are Ben L. Scott and Thomas A. Jarret. Defendants are Wilshire Park, Inc., West Asheville Amusement Park, Inc., W. J. Murphy, Verne Moser and Rex S. Smathers, Jr.

THE ASHEVILLE NEWS, Friday, June 29, 1956

SHOP IN WEST ASHEVILLE & SAVE

West Asheville Stores Planning Sales Event

As announced by the West Asheville Business Association, stores in West Asheville are making plans for a special sale which will be held on Friday, July 13.

The purpose of this sale will be to prove that Friday 13 is a lucky day for real values that may be found in West Asheville.

There will be a number of ways in which merchants will hold their sales for this "Lucky Day." —Friday 13. For instance some items will be priced with the figure 13 as a special price. Others will carry a 13 per cent discount, etc., etc.

West Asheville Clubs Hold Joint Session

Lawrence Real Estate
223 W. Wood Rd.

The West Asheville Association and the Club held a joint session Tuesday night at 7 o'clock at L. C. Lynd of Greenville, personnel director of the Dixie Home Stores. The session was held in the Community Center.

Lynd in his talk, stressed the point of "be just a little more human" in relationship with others. And he pointed out the following: Know yourself, control yourself, become a good listener, stress rewards instead of punishment, appreciation and praise, avoid thoughtless criticism, avoid poor or unintentional instructions, and consider other people as you would consider yourself, or "Do Unto Others as You Would Have Others Do Unto You."

In becoming a good listener he illustrated by a letter that a young woman had written to the late Dorothy Dix asking her advice on how to talk to a young man that she had just met in order to give a good impression. "Just listen," was Dorothy's reply.

In avoiding thoughtless criticism he said, "Sandwich your criticism between two slices of compliment," and he pointed this out by saying if an employee has been doing satisfactory work and does something that should be corrected the employer could say "you have been doing good work up until yesterday, now what happened?" In other words, talk it over without loss of control on the employer's part and fear of being punished on the employee's part, and this will spell for good relationship that will mean good business for all concerned.

Lynd was introduced by J. C. Benfield, supervisor of Dixie Home Stores.

Other clubs represented at the meeting included the West Asheville Rotary and Kiwanis, Erwin, Woodfin and Asheville Lion's Clubs, and a number of persons from the Dixie Home Stores.

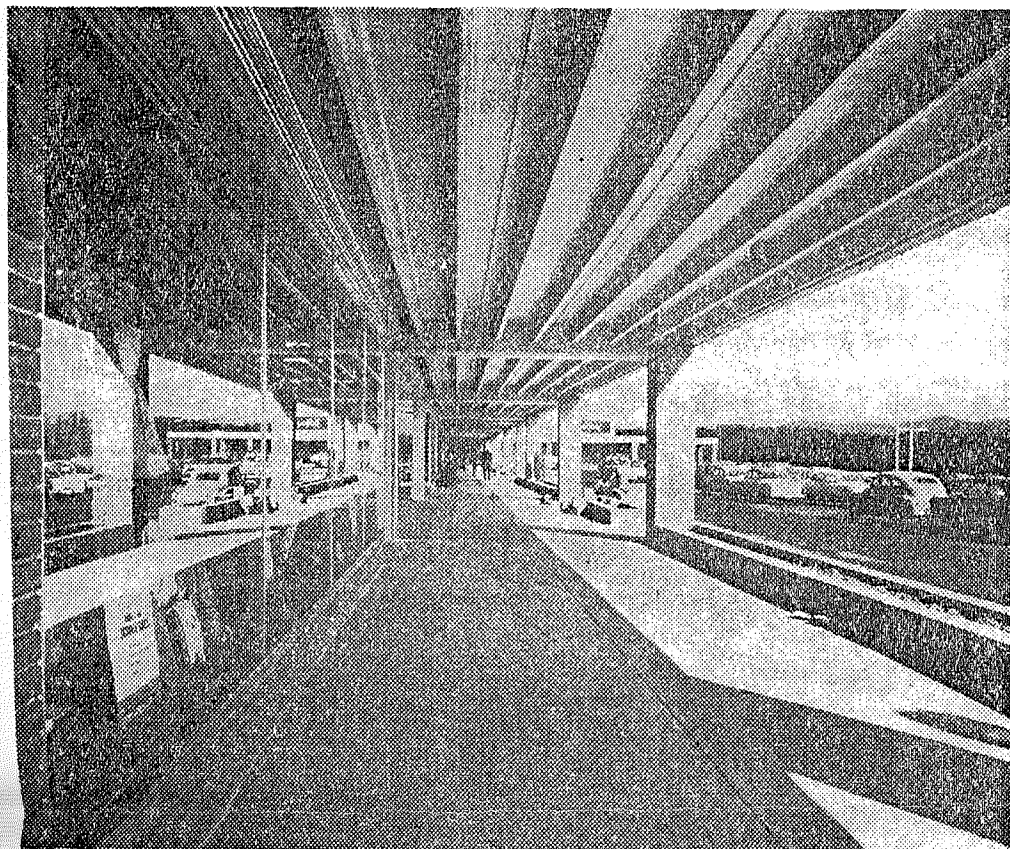
Lion Kinser, chairman of the White Cane Drive, was commended on the good work that he is doing with the drive. Burges Moore was praised for his work on the Lion's bulletin.

Robert Groce, president of the West Asheville Lion's Club, presided. Paul Nichols, president of the West Asheville Business Association, was program chairman.

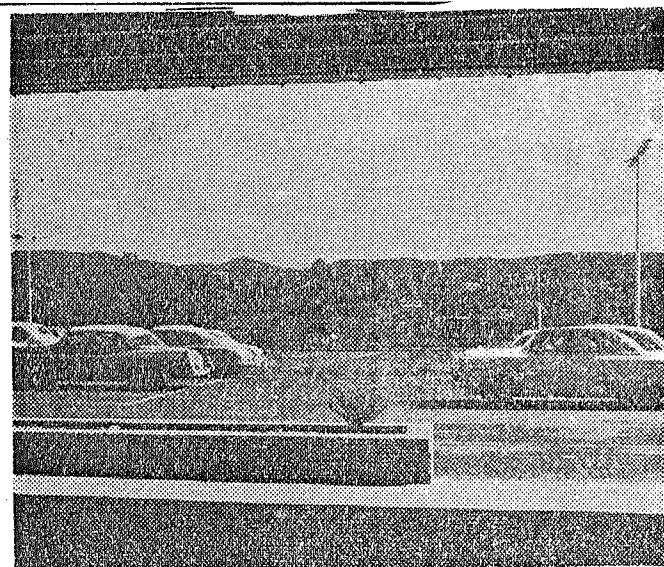
The next meeting of the West Asheville Business Association will be held in the Community Center on Haywood Road, Tuesday, October 2, Nichols said.



BIRDSEYE VIEW—A panoramic view of the Westgate Regional Shopping Center looking north shows the main building and walkways and the parking area in front.



PROTECTION — Covered walkways and a package pickup lane provide complete weather-free shopping at the Westgate Regional Shopping Center, which opens today. This photo, taken in front of the W. T. Grant Store, also shows the loading and unloading facilities available.



ROOM FOR 1,200 CARS — A parking lot having facilities to accommodate 1,200 cars with extra space for employees is among the many features of the Westgate Regional Shopping Center. This is a view of the parking lot looking east towards Asheville. Three-foot alleys are provided between each parking space and two-lane driveways between the parking lot divisions.



RECEIVING CENTER—Loading and unloading facilities are featured in this view across one of the covered walkways at the Westgate Regional Shopping Center. A package pickup lane is also available for the convenience of shoppers.

Ceremony Today To Open Westgate Shopping Center

The Westgate Regional Shopping Center—the largest shopping center under one roof in the Southeast—will be formally opened to the public during ceremonies beginning today at 11:45 a. m.

Craig Coggins, 10-year-old daughter of George B. Coggins, owner and developer, will cut

the ribbon officially opening the center.

The ceremonies lasting about 15 minutes will be held under the marquee in the center of the shopping project.

George I. Norman Jr., executive director, will introduce Coggins, the developer, who in turn will present officials of Asheville and Buncombe County.

They will include Mayor Earl Eller of Asheville, J. Weldon Weir, City Manager; and Coke Candler, chairman of the Buncombe County Board of Commissioners.

Each of the guests will speak briefly during the formal opening program.

All stores in the shopping center will be open from 12 noon to 9 p. m. Monday through Friday and 9:30 a. m. to 5:30 p. m. Saturday.

Managers of the stores formally opening Thursday are Ernest Souther, Winn-Dixie Stores; Mrs. Daisy Merrill, Diana stores; Morris Lipinsky Jr., Bon Marche; Morris Blankenbeckler, Roses 5, 10 and 25 cent store.

Paul Walsh, Grant's; Richard Mathes, Kirby Shoe Stores; Charles Mills, Talman's Office Supplies, Inc.; Thomas Kirkpatrick, Westgate Beauty Salon and Westgate Barber Shop.

Tot Town Children's Nursery, Mrs. Una Mae Grooms; John Gibson's Launderette; and Dwight McKnight, the Modern Cleaners.

Other stores to be opened later at the Westgate Regional Shopping Center include a branch of the Bank of Asheville, Eckerd's Drugs, Western Auto, auto service, restaurant, jewelry, a men's shop and women's fashions, a party shop and a soda shop.

The \$2,000,000 center was developed from a deserted rock quarry off Patton Avenue just west of the Smoky Park Highway Bridge.

An expensive but practical feature of the center is a \$50,000 underpass beneath the bridge which permits automobiles to enter or leave the center without crossing Patton Avenue.

Some 150,000 square feet of floor space are provided on the ground floor of the center.

Bon Marche is occupying some 25,000 square feet of this space with another 5,000 square feet on a mezzanine floor.

The parking lot has facilities to accommodate 1,200 cars with extra space for employees.

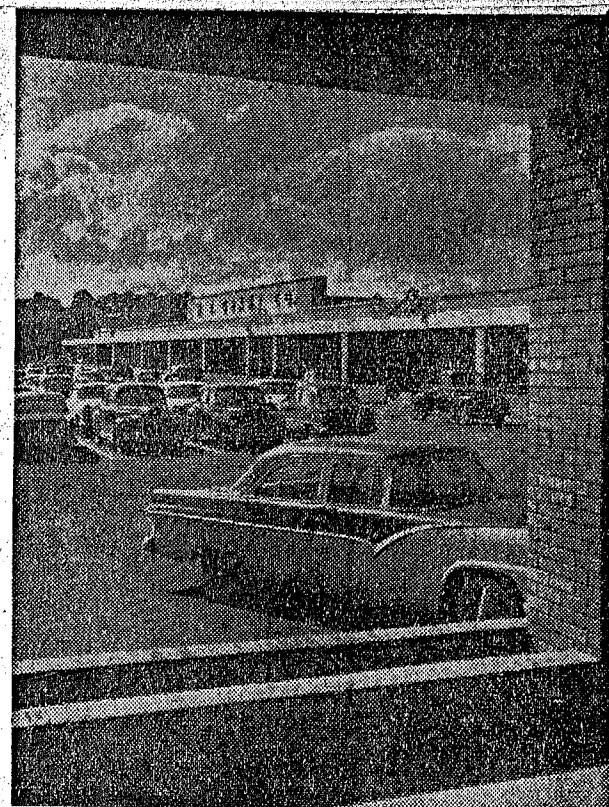
Parking lot in front is approximately the size of 10 football fields.

The parking spaces have three-foot alleys between each, with two-lane driveways between the divisions.

A package pick-up system is featured in which a customer may drive his automobile up to the store front, ring a bell, and the package will be handed to him mechanically.

A train will be operated at the Patton Avenue end of the center—but it's just a small train for children.

An interesting feature of the new Rose's store is that it is a self-service store. Carts like those usually found in supermarkets are parked just inside the door and cashiers are waiting to ring up the purchases.



PARKING FACILITIES—A view from one of the covered walkways at the Westgate Regional Shopping Center shows part of the parking facilities available to customers from Western North Carolina's 19-county trading area.

Westgate Center Attracts 35,000 On Opening Day

More than 35,000 people jammed the \$2,000,000 Westgate Regional Shopping Center at the west end of Smoky Park Highway Bridge in its first day of business yesterday.

The parking lot, which will accommodate 1,200 cars was packed an hour before the noon opening, according to George I. Norman Jr., executive director of the Westgate Associates. A counter estimated more than 15,000 cars were in the parking lot during the day. Although lines of cars sometimes stretched up Patton Avenue as far as Southern Dairies, there were no accidents and no real traffic jams.

An estimated 5,600 persons were on hand yesterday morning when Craig Coggins, 10-year-old daughter of George B. Coggins, owner and developer, cut the ribbon and officially opened the center. Brief talks were made by Coggins, Mayor Earl W. Eller, Coke Candler, chairman of the Board of County Commissioners, City Manager J. Weldon Weir and other business and civic leaders of the city.

Although the number of persons who entered the Center and used the facilities there has set a record, according to Norman, business is expected to pick up today and Saturday. Store hours on Saturday are 9 a. m. to 5 p. m.

The center will house some 22 shops when all have moved in. At present, 12 are open for business and the others are expected to open in the next few weeks.

Westgate Associates, Inc., Acts To Achieve Coordination Of All Stores In Shopping Center

The objective of Westgate Associates, Inc., is to achieve complete coordination of all the stores at the Westgate Regional Shopping Center.

The corporation was formed to provide complete one-stop shopping facilities with the convenience of uniform opening hours

and promoting a coordinated and integrated promotional and advertising plan.

Louis Lipinsky Sr., president of Bon Marche, was elected president of Westgate Associates, Inc., at an organizational meeting held July 9, 1956, in the Battery Park Hotel.

Other officers are Paul Walsh, manager of Grant's, first vice president; Fleming Talman, manager of Talman Office Supplies, Inc., second vice president;

Also Carl L. Benfield, Asheville district supervisor of the Winn-Dixie Stores, third vice president; and George Coggins, owner and developer of Westgate, secretary-treasurer.

Members of the corporation's board of directors are Morris Blackenbeckler, manager of Rose's 5, 10 and 25 cent store; Leonard Schiff, manager of Kirby's Shoe Store; and Mrs.

V. Gordon, regional manager of the Diana Stores.

George I. Norman Jr. is serving as executive director.

The five officers comprise the executive committee which formulates all policies and procedures.

All promotional and advertising projects are handled by the Westgate Associates, Inc., with a view of providing uniform and coordinated programs.

Westgate officials said the present regional shopping center marks the first time such a formula has ever been tried.

WEST ASHEVILLE SCHEDULES EIGHT-WEEK INSTITUTE

Headed by Albert Fortune, and sponsored by the West Asheville Business Association in cooperation with the N. C. Department of Public Instruction, a series of eight weekly business management institutes for West Asheville employers and employees will begin Thursday night, February 28, at 7:00 o'clock in the West Asheville Community Center.

The institute is open to all business firms. A small fee will be charged. All interested persons are asked to contact Albert Fortune at 727 Haywood Road.

At Tuesday night's meeting of the association, Paul Nichols, retiring president, was presented an engraved gavel in appreciation for his services, by Beaman L. Pinner.

Paul Whitehurst, adult educational director of Asheville, was present.

A representative of the Southern Telephone and Telegraph Company presented a "telephone courtesy" film following introduction by Frank Barnard, chairman. Willard Hensley discussed plans of the promotion committee.

Committee chairmen named are as follows:

Membership, E. B. Roberts; improvement, Harry Atkins; promotion, Willard Hensley; entertainment, Frank Barnard; constitution and bylaws, Albert Fortune; publicity, Clyde Kinser; and house, Dr. B. L. Harpe.

Dan Foster, president, presided. Scheduled discussions for the business management for the eight sessions are as follows:

Session 1—Financial Requirements of Small Business: Capital requirements of small business. Importance of accurate records; procedures in applying for loans; interpreting financial statements.

Session 2—Public Relations. Value of a good name; human relations with customers; human relations with employees; human relations with competitors; human relations with suppliers; human relations with general public; how good human relations contribute to the success of a business.

Session 3—Advertising and Promotion Management: Purpose of sales promotion; factors that contribute to successful sales promotion; planning sales goals; sales promotion planning; possibilities and limitations of advertising; operation and control of the advertising program; planning and preparing window and interior displays; using special promotion methods.

Session 4—Selection, Training and Supervision of Personnel: Management's responsibility for personnel; selecting procedures; training and supervisory methods.

Session 5—Stock Planning and Control: Analysis of customer demand; planning sales and stocks; determining quantities to buy; utilizing dollar and unit stock controls.

Session 6—Functions of Management: Importance of Management in business; definition of management; basic functions of management organizing, staffing, planning, directing, controlling; Basis for making decisions; requirements for good managers.

Session 7—Legal Aspects of Business Management: Types of business organization; business insurance; leases; contracts; legal aspects of credit and collection.

Session 8—Appraisal of Store Location and Layout: Factors affecting store location; procedures in estimating the value of a store site; owning versus leasing store facilities; objectives of store layout; improving the efficiency of store arrangement.

THE ASHEVILLE CITIZEN, ASHEVILLE, N. C.
Wednesday, April 3, 1957

WA Merchants Endorse Move On Litterbugs

Eighth graders of Mrs. Paul Teal's class at Emma High School entertained West Asheville Business Association members with a square dancing exhibition at the Community Center last night.

Willard Hensley was program chairman and presented the visiting entertainer. Mrs. Teal spoke briefly on the history of square dancing in this region.

The association adopted a motion endorsing efforts of the Chamber of Commerce to make penalties on litterbugs heavier in this area.

Committee reports were made by Clyde Kinser, on parking and traffic facilities in West Asheville, and Albert Fortune, on the management institute in progress. Wives of members attended the meeting.



1957

NEW OFFICERS of the West Asheville Business Association are (L-R): first row, Dan Foster, president; Frank E. Barnard, vice president; second row, John L. Lawrence, secretary-treasurer; and Robert Groce, assistant secretary-treasurer. This organization is one of four West Asheville civic clubs sponsoring the West Asheville Community Choir and Little Symphony, which will present Handel's "Messiah" Sunday at 4 p.m. in the Hall Fletcher Junior High School auditorium.

W. Asheville Institutes 2/5/57 Scheduled

A series of eight weekly business management institutes for West Asheville employers and employees will begin at 7 p. m. Thursday, Feb. 28, in the West Asheville Community Center.

The institutes will be sponsored by the West Asheville Business Association in cooperation with the N. C. Department of Public Instruction.

Courses of instruction are being planned for both employers and employees of small business. Interested persons are asked to contact Albert Fortune at 727 Haywood Rd.

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40 Attend Management Institute

A capacity group of 40 persons attended the initial session of the Management Institute launched last night by West Asheville Business Association in cooperation with the city schools' distributive education program.

Avery Fonda, vice president of First National Bank and Trust Company, was the initial speaker, outlining financial requirements for operating a small business.

W. G. Slattery, well known for his appearances in business institutes at Chapel Hill and over the state, will be the second speaker next Thursday night. Carl Whitehurst of the distributive education program here is in charge of the institute.

Among those attending are a number of owners and managers of West Asheville business firms.

W. A. Group Is Told Of Highway Plan

L. E. Jarrett, Asheville florist and former engineer, surveyor and architect, discussed his "dream highway plan for Asheville" at a meeting of the West Asheville Business Association last night.

Jarrett used a city map to trace his proposal for a highway around the city, from Malvern Hills across Sand Hill Road to Brevard Road where an underpass would be needed, and thence along Amboy Road to Carrier's Bridge.

The route then would proceed along the river-railroad route across Biltmore Avenue and to a point on Swannanoa Road, and then with new construction connect with present U.S. 70 near Haw Creek School.

The former engineer said the current plan for an expressway across Asheville would be a mistake, and detrimental to property a block in either direction along its route.

In Jarrett's plan a highway also would lead from Newbridge via Elkwood Avenue and along present Riverside Drive to Carrier's Bridge.

Every highway route leading into the city except the new Leicester road would lead into this proposed highway pattern, he pointed out.

Albert Fortune discussed the management institute being conducted Thursday nights by the association. A capacity of 40 was present at the first session. Burgess Moore and Wallace Jones were guests and John E. Jones was introduced as a new member.

day.

Maier Addresses W. Asheville Businessmen

Oscar Maier, flower expert who moved his greenhouses from Long Island, New York to a point near Asheville, told of his extensive flower-growing enterprise in a talk before the West Asheville Business Association last night.

The dinner meeting was held at the West Asheville Community Center, with Dan Foster, president, presiding. A report on current advertising program of the association members was made by the promotion committee and the membership committee was heard.

THE ASHEVILLE CITIZEN, ASHEVILLE, N. C. 23
Wednesday, November 6, 1957

Growth Of Enka Corp. Is Traced By Salley

Tracing the development of the American Enka Corporation's huge plant from its beginnings with 1,900 employees to its present status, E. M. (Mack) Salley, plant superintendent, addressed the West Asheville Business Association at a dinner meeting last night.

Salley pointed out that Enka now, in its plant here and at Lowland, employs approximately 5,000 persons and an additional 75 in the New York offices. The original production of six and a half million pounds of rayon a year has been boosted to 100 million pounds of rayon, four million pounds of nylon and 60 million pounds of rayon staple fiber.

Payrolls of Enka have advanced from an original two million dollars a year to \$22,500,000—and of this total fully \$15,000,000 is distributed in this immediate area, Salley pointed out. Now Enka's chief source of income is tire rayon yarn and, citing certain economic problems of the industry, Salley averred that Enka is much better off than most of the other rayon producers.

Enka found itself having to diversify from its original rayon production, thus the nylon plant was launched and a two-million-dollar research laboratory was established to create new uses and markets for Enka products, Salley said.

Salley pointed out that employee benefits at Enka cost the company 36 cents per employee hour—these including life and accident insurance, hospitalization, retirement plan, paid vacations, paid sick leave and six paid holidays.

He emphasized the importance of employee morale and cited the safety program maintained by the company, requiring three full-time employees.

In discussing present conditions at Enka plant here, Salley pointed out that only 126 persons are actually laid off at this time. The general public now can visit the Enka plant here by making reservations, it was pointed out.

Salley brought with him products made from Enka yarns, including dress, drapery and seat cover materials, as well as samples of staple rayon yarn, nylon, and others.

The Enka plant here went into production July 29, 1928. Salley recalled that he helped set up the machinery for that first operation. Full production, 6,500,000 pounds, was reached in August, 1930. Since then, the plant capacity has been increased over and over again.

Five directors were elected for the West Asheville association in last night's meeting: French Casteel, Willard Hensley, Clyde Kinser, Burgess Moore and Morris May. Five others have terms not yet expired.

Frank Barnard was program chairman and introduced the speaker and Bob Armstrong, vice president of Enka in charge of manufacturing.

June 4B 1957

The West Asheville Business Association held its regular supper and business meeting Tuesday night beginning at 7:00 o'clock at the Community Center on Haywood Street.

Featured speaker for the evening was Mr. Woody of the Southern Bell Telephone and Telegraph Company, who discussed the new system of long distance telephone calls which will become effective around July 7.

Clyde Kinser reported on two new parking lots for the convenience of shoppers and business persons that opened on Haywood Road recently. One is located opposite Bennett's Drug Store and the other adjoins Home Furniture Store.

Dan Foster, president, presided.

serving as p

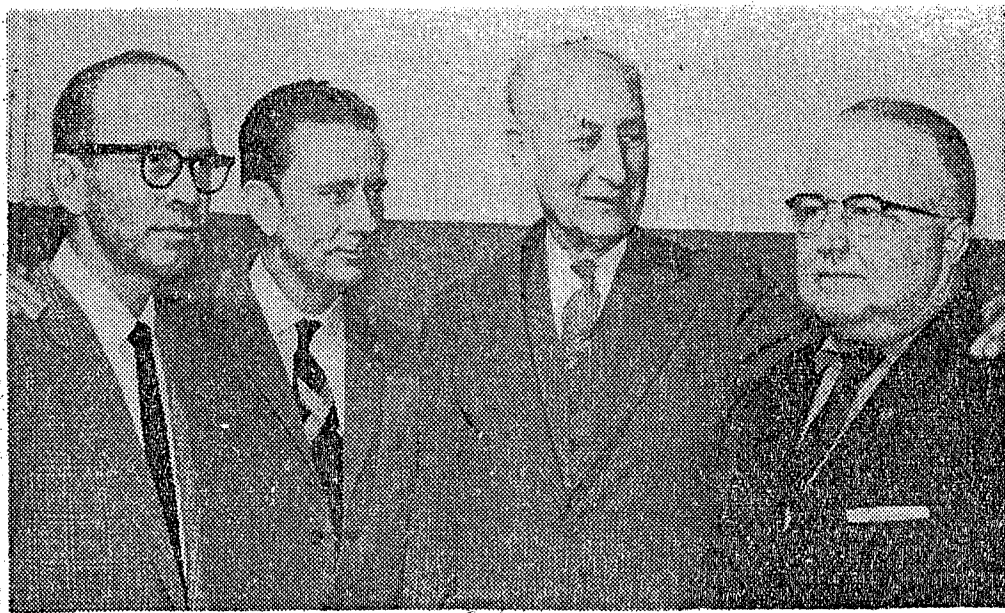
W. A. Business Assn. Discusses Fall Management Institute

The West Asheville Business Association held its regular monthly meeting in the Community Center on Haywood Road Tuesday at 7 p. m.

A number of committee reports were heard among which the education committee of which Albert Fortune is chairman discussed tentative plans to hold another management institute this fall. A meeting to work out details for the institute was set yesterday at noon.

24 members were present. Dan Foster, president, presided.

(37)



14/6/47
FRANK BARNARD was inducted president of the West Asheville Business Association in a dinner meeting at the Community Center last night. The association voted to conduct a Christmas advertising program with the presentation of awards, including a color TV set, a power tool and an electric train outfit. Lucy Eaton and James Da-

vis, Lee Edwards High School students who spent the summer months in Europe under the American Field Service scholarships, spoke of their experiences. The officers installed (L-R) were: Dr. B. L. Harpe, secretary; Burgess Moore, vice president; Barnard, president; and Robert Groce, treasurer. Dan Foster is retiring president.

—Citizen Photo

WED., JAN. 8, 1958

(38)



THE FIRST EGGS were set yesterday at the newly-established Asheville Hatcheries Inc. plant at 419 Haywood Rd. Taking part in the operation were (L to R): W. S. Gragg Jr., route

man; George L. Cleveland, co-manager; and A. B. King, incubator operator. The big incubator is capable of holding 400,000 eggs.

—Citizen Photo

WEST ASHEVILLE SCHEDULES EIGHT-WEEK INSTITUTE



ALBERT FORTUNE

Headed by Albert Fortune, and sponsored by the West Asheville Business Association in cooperation with the N. C. Department of Public Instruction, a series of eight weekly business management institutes for West Asheville employers and employees will begin Thursday night, February 28, at 7:00 o'clock in the West Asheville Community Center.

The institute is open to all business firms. A small fee will be charged. All interested persons are asked to contact Albert Fortune at 727 Haywood Road.

At Tuesday night's meeting of the association, Paul Nichols, retiring president, was presented an engraved gavel in appreciation for his services, by Beaman L. Pinner.

Paul Whitehurst, adult educational director of Asheville, was present.

A representative of the Southern Telephone and Telegraph Company presented a "telephone courtesy" film following introduction by Frank Barnard, chairman.

Willard Hensley discussed plans of the promotion committee.

Committee chairmen named are as follows:

Membership, E. B. Roberts; improvement, Harry Atkins; promotion, Willard Hensley; entertainment, Frank Barnard; constitution and bylaws, Albert Fortune; publicity, Clyde Kinser; and house, Dr. B. L. Harpe.

Dan Foster, president, presided. Scheduled discussions for the Business management for the eight sessions are as follows:

Session 1—Financial Requirements of Small Business: Capital requirements of small business. Importance of accurate records; procedures in applying for loans; interpreting financial statements.

Session 2—Public Relations. Value of a good name; human relations with customers; human relations with employees; human relations with competitors; human relations with suppliers; human relations with general public; how good human relations contribute to the success of a business.

Session 3—Advertising and Promotion Management: Purpose of sales promotion; factors that contribute to successful sales promotion; planning sales goals; sales promotion planning; possibilities and limitations of advertising; operation and control of the advertising program; planning and preparing window and interior displays; using special promotion methods.

Session 4—Selection, Training and Supervision of Personnel: Management's responsibility for personnel; selecting procedures; training and supervisory methods.

Session 5—Stock Planning and Control: Analysis of customer demand; planning sales and stocks; determining quantities to buy; utilizing dollar and unit stock controls.

Session 6—Functions of Management: Importance of Management in business; definition of management; basic functions of management organizing, staffing, planning, directing, controlling; Basis for making decisions; requirements for good managers.

Session 7—Legal Aspects of Business Management: Types of business organization; business insurance; leases; contracts; legal aspects of credit and collection.

Session 8—Appraisal of Store Location and Layout: Factors affecting store location; procedures in estimating the value of a store site; owning versus leasing store facilities; objectives of store layout; improving the efficiency of store arrangement.

TRAIPSIN' IN HISTORIC WEST ASHEVILLE

BY GEORGE PENNELL

The first hot dogs made in the South, were produced at the site of the present Asheville Packing Company, now operated by Mayor Earl Eller. The secret process was brought to America, from his native Germany, by Mr. Fritz Zimmerman, who placed them in the butcher shops and they moved rapidly as soon as offered. A farmers' organization passed a resolution, "Thanking Mr. Zimmerman for his manufacture of a new kind of sausage called 'Win-nies' for it affords us a good new market for our brood bulls, calves and dried hot red peppers."

The Mineral Springs Hotel of 60 rooms was located at the intersection of Craven and Toxaway Streets, featuring water according to analysis made at the University of North Carolina abounding in Iron Carbonate, which was highly recommended for persons afflicted

with weak blood. A portion of this structure stood for more than half of a century, and was washed away in the flood of 1916. A graphic picture of it floating down the river was shown in the recent most excellent Anniversary Edition of The Asheville Citizen.

The most famous tree in West Asheville for decades was a large white oak standing in the ravine off Waynesville Avenue. It was called the "hanging tree," for from one of its limbs five diabolical lynchings had taken place. On its trunk hundreds had carved their initials and it was a favorite place for courting couples to meet and converse. Lightning struck the tree and it was cut up into firewood at a wood cutting by a Baptist Mission congregation.

A popular place was the Cock Pit just off Riverview Drive. The fighting fowl drew large attend-

ances. A Superior Court judge commanded the High Sheriff to make arrest and bring the offenders immediately before the Bar of Justice. A big fight was in progress when the Sheriff and deputies arrived, but in court the next day a report was given that about 300 were present, who fled, running faster than any Jehu of the Bible ever drove a chariot, but two of the cocks had been captured. The court ordered them sold at the front door of the Court House at public auction. One of the roosters brought \$1.00 and showed up the next week in a Cock Pit in another part of the county; the other one was knocked off for twenty cents to the boarding house where the Judge was stopping, during court week, and was fed to him in a meal of chicken and dumplings.

Session 6—Functions of Management: Importance of Management in business; definition of management; basic functions of management organizing, staffing, planning, directing, controlling; Basis for making decisions; requirements for good managers.

Session 7—Legal Aspects of Business Management: Types of business organization; business insurance; leases; contracts; legal aspects of credit and collection.

Session 8—Appraisal of Store Location and Layout: Factors affecting store location; procedures in estimating the value of a store site; owning versus leasing store facilities; objectives of store layout; improving the efficiency of store arrangement.

National President

Lights! Camera! Poverty!

Seldom it is that we see anything in a strictly political organ that we feel is worthy of passing on to readers of these columns.

And it is especially seldom that we see anything worthwhile reprinting in the Republican National Newsletter, considering our politics.

However, we ran across an editorial from a conservative Virginia paper (this paper has been traditionally Democratic, Southern style) reprinted in The Newsletter that particularly suited our way of thinking.

The editorial, in a few words, tore through the political smoke screen of the President's so-called "War on Poverty."

In particular, the editorial dealt with a trip by President Johnson to Rocky Mount, N. C. to visit "poverty stricken" areas of this state.

If you will remember, Gov. Sanford visited the area with the President and both of them had their pictures taken with the "barefoot poor-folks" on the front porch of a tenant farmer's home.

Well, here is the editor of the Richmond New Leader as he describes this "moving" front porch show of poverty:

"At some point along the line, the voters of this country and the more gullible members of Congress are bound to wake up to the phoniness of

Lyndon Johnson's 'war on poverty.' This is the greatest piece of political chimplerigging since Mr. Roosevelt invented his alphabetical three-card monte back in the Thirties, but the rule still holds that no bunkum artist can fool all of the people all of the time. This war is a sham. Witness . . . the President's highly publicized (May) visit to the home near Rocky Mount, N. C., of sharecropper William David Marlow . . . It turned out that the President had arranged through North Carolina Governor Sanford to put a producer in charge of the show . . . Said Mrs. Marlow: 'He told me to be sure and have washing on the line when the President came, also to be sure the children were barefooted when the President arrived' . . . Further investigation . . . turned up some interesting facts on sharecropper Marlow's poverty . . . His share of the tobacco crop alone nets him around \$4,500 a year, free and clear, after all expenses have been met. This is poverty? This is baloney."

You think the President and Congress can legislate this country out of poverty through hand-outs? Or by visiting the "poor folks?"

We don't. But it is a popular way to get voters.

We submit that the poverty stricken need real aid in education—not hand-outs or free publicity.

Raw Courage

(Charlotte Observer)

Beyond a doubt, Sen. Barry Goldwater's vote against the civil rights bill was an act of raw political courage.

Even though he now has an awesome lead in delegates committed to his nomination for the presidency, it is remotely possible that this vote against the civil rights bill could cost him the nomination.

If he is nominated anyway, his vote may further reduce his slim chances of being elected. After all, he said "No" to a bill that is similar in many respects to legislation already passed by more than two-thirds of the states. Only a fantastic change of heart among white citizens in the North and West could convert his anti-civil rights position into a political asset.

His vote did little to strengthen him among Southern Republicans, for they were already wholly committed to him. They didn't desert him when he modified his position on the use of

federal force to ensure compliance with desegregation orders, and they would have gritted their teeth and hung on had he voted for the rights bill.

So why did he vote as he did?

The answer isn't elusive. Goldwater said plainly that he could find no constitutional grounds for the employment and public accommodations sections of the bill — and he held his position.

Since the man is neck deep in presidential politics, it is only logical to look for angles. But the search is in vain.

"Hell, there are no angles," said a top Goldwater assistant. "It's either right or wrong, even if we lose the nomination because of it."

Turning our heads from Sen. Goldwater's hip-shooting views on foreign affairs for a moment, we have to admit being partial to that kind of political integrity.

Citizens Urged To Report All Happenings Of Interest In W. A.

Today begins the first of a series of West Asheville News and advertisements to appear each Thursday. News will consist entirely of West Asheville events, such as weddings, births, anniversaries, club meeting announcements, church, news, etc., both pictorial and editorial.

West Asheville residents who have items of interest to appear on this page should call Mrs. Watts at ALpine 2-2478, by Monday before publication.

This page is sponsored by the following West Asheville firms whose advertisements appear on this page: Atkins-Harper Lumber

Co., Bennett's Drug Store, Blue Ridge Tractor and Implement Co., Cash Coal Co., Forest Lawn Cemetery, Fortune's Paint & Hardware Co., Home Furniture Co., Home Insulation Co., Ice Service Co., Ideal Drug Co., Ideal Television Co., Luke Atkinson Furniture Co., Moody Jewelers, National Cleaners, Pinner Drug Co., Plemmons T. V., Rhymers Corzine Insurance Agency, Rose's 5c-10c-25c Store, Sellers Cabinet Shop, Smith Printing Co., State Farm Insurance Co., and Your Fabric Shop, and the West Asheville Business Association.

BARNARD BOASTS OF 14 GRANDCHILDREN

Frank E. Barnard, president of Cash Coal Company, and a past president of the West Asheville Business Association, is the proud father of two children, but the interesting side is that he also has 14 grandchildren, equally distributed between his son and daughter (7 each). He has one great-grandchild. Barnard and his wife Irene recall an unusual observation by his grandchildren upon visiting him in West Asheville. It seems that the kids were very impressed with the large number West Asheville ... they counted 13 along Haywood Road alone.



BARNARD

Barnard is a member of the All Souls Church and Asheville Lions Club.

Frank Barnard began his business back in 1933. Cash Coal Co. is located at 1663 Haywood Road. Church E. Barnard is secretary of the company. They feature Black Beauty lump coal, and famous Golden Glow stoker coal.

Member, State Farm Agent, Offers Complete Insurance Coverage

B. Ray Bebbler, Agent for the State Farm Insurance Company since 1957, has recently moved to new quarters at 1112 Patton Avenue.

According to Bebbler, his company offers three major services: Automobile financing and insurance under the State Farm Bank Plan; State Farm Homeowners Policy (at 10% savings); and Life insurance, mortgage plans, retirement income and estate plans.



Bebbler

A member of State Farm's Career Club in 1959, Bebbler recently received a diploma for final completion of all courses in State Farm's basic training program.

Other members of Bebbler's staff are Gray Burleson, Associate, and Mrs. Roy E. Jarvis, Secretary.

Bebbler, who is married, with three children, is a member of the Asheville Junior Chamber of Commerce.



L. C. ATKINSON

West Asheville: MEET YOUR MERCHANTS

L. C. Atkinson of Luke Atkinson Furniture Company and president of the West Asheville Business Association founded his firm March, 1954 at the present location, corner Haywood and Broadway Roads, in West Asheville.

The company features high grade furniture, with nationally known brands such as: Serta Mattresses, Westinghouse and Hotpoint Appliances, Firth, Magee, and Mosland carpets, furniture by Thomasville Chair Company and Pennsylvania House, and Hoover Floor Care

HOME FURNITURE STORE SOON 30 YEARS OLD

In 1961, Home Furniture Store, Inc., will celebrate its 30th Anniversary. This West Asheville store was founded in 1931 at 751 Haywood Road. In 1945 the store was expanded and moved to its present location, 797-99 Haywood Road.

Home Furniture Store sells home furnishings of all varieties, including furniture, appliances, floor covering, carpet, and space heaters ... and features such brand names as G. E., Sealy, Orderest, Armstrong, Sandran, Siegler, Warm Morning, Superflame and Arvin.

NICHOLS

Paul T. Nichols, President of Home Furniture Store, is past president of W. Asheville Lions Club, past president W. A. Business Assn., and a member of Westside Christian Church where he serves as chairman of the Administrative Board, Elder, S.S. teacher, and Minister of Music.

A. C. Weddle, Treasurer of the company, is also a member of the W. A. Lions Club, the W. A. Business Assn., and is an Elder in Westside Christian Church.

BLUE RIDGE TRACTOR CO. SELLS, SERVICES FARM MACHINERY

Founded in April 1949, Blue Ridge Tractor and Implement Co. at 520 Haywood Road is owned and operated by H. P. and W. H. "Bill" Israel. The well-known firm sells and services Massey-Ferguson tractors and implements, New Holland farm machinery and Remington Chain Saws.



ISRAEL

According to Bill Israel, the firm has had a steady increase in business each year since its founding, and the current year will show the highest volume of sales yet.

"H. P.", Bill's father, had 19 brothers and sisters and is well remembered as the founder and operator of the Israel Motor Company at 290 Haywood Road in 1929.

Bill Israel has been a member of the National Guard since 1947 and commander in Asheville for three years. He served 4½ years in the U. S. Army in Puerto Rico and Europe.

NATIONAL CLEANERS IN ITS 32ND YEAR

National Cleaners, 548 Haywood Road, West Asheville, has served the people of this area for 32 years.

The firm opened its doors at 540 Haywood Road in 1928 and in 1950 moved to the present address.

Willard F. Hensley, owner-operator of National Cleaners, recently announced the installation of a new, automatic, electronically controlled dry-cleaning machine. "This machine when combined with our skilled staff adds up to the big difference in the way your clothes look and feel," said the owner.

Mr. Hensley is a past president of the N. C. Laundry and Cleaners Association, a past president of the Asheville Lions Club. He is at present Deputy District Governor, Region 3, 31A Lions International.

HENSLEY

Ice Service Moves Patton Ave. Store

Ice Service Inc., with seven stores throughout Asheville, announces the moving of its 1080 Patton Avenue store to the new and modern quarters at 789 Patton Avenue, according to Douglas C. Carver, manager of Ice Service, Inc.



Carver

Ice Service, founded in 1937, has two stores serving West Asheville: the above named, plus the store at 662 Haywood Road. These two stores were opened in 1950.

The company serves the people of Asheville with ice, coal, kindling, drinks and groceries. Unique in its operation, all seven stores are open seven days a week from 8 A.M. until 11 P.M., and feature customer convenience.

Carver says that Ice Service stores are strategically located in every major area according to customer demand. The other stores are located at 443 Biltmore Avenue, 887 Tunnel Road, 625 Merrimon Avenue and 736 Hendersonville Road.

West Asheville stores are only minutes from you!

THE NEWS PERSONALITY OF THE WEEK



MITCHELL F. LOMINAC

"I may disapprove of what you say; but I will defend to the death your right to say it." — Voltaire

These words, attributed to Voltaire but not found in any of his writings, fit Mitchell F. Lominac like a well-tailored suit. It would be difficult for me to recall any local man with whom so many people disagree, but for whose opinions they have the highest respect. There is nothing half-way about "Mitch" Lominac, as he is better known; he is either for a thing, or he is against it—totally and absolutely. Because of this fine, honest characteristic those who oppose him the strongest are the first to applaud his integrity, his tirelessness in any cause he may sponsor.

Mitchell F. Lominac is probably known better as the former Buncombe county chairman of the Republican party than for any other reason. He always worked hard at politics and even though his party is far in the minority locally, his enthusiasm is not dampened by this discouraging fact which might make a less ardent man say, "What's the use?" It is generally agreed that no one could have done a better job than Mitch Lominac in holding the party together here. No one, even in the opposition, has said yet that the two-party system is not a good thing in keeping our great country on its toes. Americans thrive on competition.

Mitch Lominac's intense loyalty to any cause he undertakes is best expressed in his personal rather than his public or political life.

He was born in Leicester township March 4, 1889, son of John M. and Minerva Brookshire Lominac. In public schools he received the little education he was able to get before he went to work for the Southern Railway at 15. But Mitch Lominac is a tireless reader and from this reading and his contact with men in high position he has received an education which many college graduates might envy.

As a little boy Mr. Lominac got a job with the railroad as time-keeper when the East yards near Biltmore were being built in 1906. The consistency for which he is noted kept him working for that company ever since. Thirty-four years ago he was assigned to the crew of the train which serves the Craggy branch—Elk Mountain, Woodfin and Newbridge. At that time the part of Asheville known as Woodfin was "out in the country." The only businesses of any size were the old Elk Mountain cotton mill and the West Manufacturing Co. It is interesting to note that this last-named company has in turn been the American Furniture Co., headed by J. P. Hanson and F. S. Kennett; the Carolina Wood Products Co., which employed more than 700 men and was largely responsible for the change from rural to urban status of Woodfin, and the Morgan Manufacturing Co. The Carolina Wood Products company shipped from eight to ten carloads of furniture and prefabricated houses every day over the railway branch line on which, after four years, Mitchell Lominac was made conductor, and has been that for 30 years. The Alden Corporation next occupied the site of this company; but during the depression years its activity all but ceased, and times were hard for the workers in Woodfin. Mitch Lominac went through those times in greatest sympathy for his neighbors. With the Morgan manufacturing company now working at this location, Mr. Lominac better enjoys his work of spotting cars at the several coal yards, the very busy Elk Mountain cotton mills, the Gennett Lumber company, the steam power plant, and other "going" concerns served by his little branch of the Southern railway. He likes to see the smiles of his now busy friends. And in the 40 years he has lived and worked in this one place he has made many friends.

In 1910 Mitchell F. Lominac married Bexie Brown, daughter of Mr. N. K. Brown and sister of John P. Brown, county tax collector. The Lominacs have two children: Paul, an employee of the Asheville post office for years,

and Helen (Mrs. Norman) Warner, Jr. The Lominac home is at 18 Eola Ave., West Asheville, but lived for many years on Elk Mountain Road, Woodfin.

Mitchell F. Lominac has given generously of his time in neighborhood and county-wide service. He was on the Woodfin school committee for five or six terms. He was appointed a trustee on the Woodfin Water Committee by the state legislature. He was a member of the building committee for the Riverside Baptist church, one of the largest local churches outside the Asheville down-town area.

For ten years he was Sunday school superintendent of this church. Mitch Lominac served two terms on the county board of elections and was appointed for a third term but resigned in 1938 when he was elected county chairman of the Republican party. He was reelected unanimously to this post.

I asked Mitchell F. Lominac what he did for a hobby other than his rail-roading job and his home and garden. Mitch only grinned. As if I didn't already know! It's his politics, of course. And probably always will be. This man is slow to take up new or outside interests; but when he does, it is a life-time job, like his getting married and his railroad work. If I were going to tag a personal motto on Mitchell F. Lominac it well might be that old saying:

"Be SURE you are WRONG before you QUIT."



A-G LEADERS HONORED—Proprietors and employees of A-G Stores in the Asheville vicinity were guests of the Asheville Citizen-Times Company last night for a showing of "The Better Story," a salesmanship film, in the Citizen-Times building. Refreshments, consisting of leading food brands carried in these stores, were served. A-G Stores officers shown in this photo were among those attending. They are, left to right: Front row, James C. Maney Jr., vice president; J. L. Lawrence, president; back row, Edeson C. Joyner, advertising committee chairman, N. C. Redman and Harvey I. Durham, members of the advertising committee; and S. Robins, secretary-treasurer.

More News

COMMITTEES

Membership

E. B. Roberts, Chm.
Mrs. W. F. Casteel
John May
Ed Michael
Beaman Pinner

Improvement

Harry Atkins, Chm.
L. W. Brookshire
Mrs. C. E. Fulghum
Morris May
Fred Russell

Promotion

Willard Hensley, Chm.
W. F. Casteel
Howard Bishop
Paul Nichols
Dr. Lewis Sommerville

Entertainment

Frank Barnard, Chm.
Bob Baylor
Joseph C. Casabella
T. P. Dillingham
G. T. Jones
Earl Eller

Constitution & By-Laws

Albert Fortune, Chm.
J. S. Handte
Mrs. Frank Barnard

Publicity

Clyde Kinser, Chm.
H. T. Murphy
A. C. Weddle

House

Dr. B. L. Harpe

BULLETIN

Officers

Dan Foster
President
783 Haywood Rd.
Frank Barnard
Vice-Pres.
1663 Haywood Rd.
John L. Lawrence
Sec.-Treas.
223 Haywood Rd.
Bob Groce
Asst. Sec.-Treas.
1155 Haywood Rd.



Directors

Frank Barnard
Bob Baylor
French Casteel
Albert Fortune
Dan Foster
Bob Groce
B. L. Harpe
Clyde Kinser
Morris May
Paul Nichols
Beaman Pinner

1957 Monthly Meetings

Civic Center - 970 Haywood Road
January 7th
February 5th
March 5th
April 2nd
May 7th
June 4th
July 2nd
August 6th
September 3rd
October 1st
November 5th
December 3rd

1957 Directors' Meetings

Tingles' Too
January 15th
February 19th
March 19th
April 16th
May 21st
June 18th
July 16th
August 20th
September 17th
October 15th
November 19th
December 17th



Much Has Been Done, Much Needs To Be Done About Local Debt, Eller Says

Asheville and Buncombe County need "neither complacency nor hysteria, but a truthful appraisal" of their bonded indebtedness situation, Mayor Earl W. Eller told the Asheville Lions Club Wednesday.

Reviewing, in a major statement, the city and county debt, Eller warned that "what I have to say may not be encouraging, but it must be factual."

Much has been done, he said since 1936 toward reduction of the debt burden the city and county then had. But demands for new services have forced some new indebtedness "which has offset a large part of the reduction of the old debt."

The mayor said, in part:

As a result of the collapse of 1929/30 a national, indeed an international, crash, the City along with the County and most of the school and sanitary districts of the County, defaulted their bonded indebtedness. To show the magnitude of this calamity let us mention that at the height of the boom of the 1920's, namely in 1927, the assessed valuation of Buncombe County was roughly \$173,000,000 and of the City of Asheville about \$100,000,000. The valuations just after the collapse, namely in 1933, had shrunk to less than half. That is to say the taxable values had been cut by about one half. The total indebtedness, including County, City and the districts, for principal and accrued interest, was in 1935 approximately 55 million dollars! The bondholders organized, and long, tedious negotiations ensued. As a result the debt settlement of July, 1936

was effected. It should be remembered that this settlement affected, not only the County and City, but all of the forty school and sanitary districts in the County, each unit requiring a separate and distinct settlement. The task of negotiation and final settlement was formidable, and its success rescued the community from apparently hopeless bankruptcy. Those who took part in the negotiations leading to the settlement are entitled to the gratitude of the entire community. Mr. D. Hiden Ramsey, Mr. P. M. Burdette, then City Manager, the City Council, of which Mr. Divelbiss was an active member, the County Commissioners, and the Board of Education should be specially mentioned.

Under the settlement most of the past-due interest was cancelled. This reduced the recognized total overall debt of City, County, and the districts from 55 million to approximately 48 million dollars. And the former interest rates, which had been 5 or 6 per cent, were reduced to rates from 1 to 4 per cent. Refunding Bonds dated July 1, 1936 were then issued. These Refunding Bonds were term bonds, maturing in 1976, just 18 years away. The major issues bore interest initially at 1 per cent, increasing at intervals to 1 1/4 per cent, 1 1/2 per cent, 2 per cent, 2 1/4 per cent, 2 3/4 per cent, 3 1/4 per cent, and finally 4 per cent, this maximum rate to be reached in 1966. In all the settlements, annual debt-service levies in dollar amounts were prescribed for each unit. The pro-

ceeds of these levies were to be applied first to payment of interest; any surplus above interest-requirements was to be applied to periodic purchase of the Refunding Bonds, with the expectation that by 1976 all the Refunding Bonds should be bought and retired. Purchases were to be made, after advertisement for tenders, from those offered at the lowest price, but never at more than par.

So much for the old debt. Meanwhile new debt has been incurred, after vote of the people, by both county and city. The county incurred a total new debt of \$5,791,160 (omitting its assumption of the school district debt, which was included above in old debt). And the city incurred a total new debt of \$3,350,000. The county new debt has been reduced to \$4,066,129.38, and the city's new debt has been reduced to \$3,610,000. Thus the total reduction of new debt of county and city has been \$1,965,030.62.

The situation at July 1, 1958 is therefore as follows:

County total debt: \$15,701,072.55, that being 8.38 per cent of present assessed valuation.

The city's direct debt: \$16,371,054.59, and after adding the city's share of the county-wide debt, the total burden is \$23,543,304.53, that being 27.49 per cent of present assessed valuation.

The Sanitary Districts outside the city have a burden of \$1,331,528.08.

The total public debt in the county, exclusive of the three incorporated municipalities, outside the City of Asheville, is there-

fore today: \$33,403,655.22.

Compare this with the debt in 1936 which was \$48,256,912.71. In spite of the addition of new debt this is a reduction in over-all debt of \$14,853,257.49.

The total expenditure for debt-service, for retirement of principal and for interest, during the years 1957-58, for county city, and districts, was \$2,248,091.63.

The figures, showing reduction in the overall debt may be superficially encouraging, but may, if not studied, be highly deceptive. The facts usually overlooked are as follows:

The reduction in the old debt has been less than anticipated in 1936, because the prices at which our refunding bonds have been bought have been much higher than were expected. This increase in prices has been due to a sharp decline in former market interest rates and to a disregard, on the part of investors, of the ultimate security of investments. We cannot expect, at present prices, to retire our old indebtedness before its maturity in 1976. Moreover, if the prices rise still more and reach above par we are by contract forbidden to buy our bonds, and must invest available funds in Federal bonds at a low interest rate, less than we're paying for our own bonds.

The city's reduction in total debt, which includes the city's share of the county debt, is deceptive, because the reduction is heavily dependent on the ratio of county valuations to city valuations. And this ratio has changed from nearly 62 per cent

in 1936 to less than 46 per cent in 1958, thus automatically reducing the city's share of the county debt. This lowering of the ratio is due to the growth of county valuations and the much slower growth of city valuations. The appearance of a rapid reduction in city debt is therefore somewhat deceptive.

By Act of the Legislature in January, 1937, a so-called Sinking Fund Commission of six members was created. This Commission was required to handle all matters of debt service for the County, City, and the forty special school and sanitary districts in the County. The County, City, and district units were required to turn over to the Commission the proceeds of all debt service levies. I may mention that the original Commission consisted of D. Hiden Ramsey, Chairman, William M. Redwood, Vice Chairman, Francis J. Heazel, R. Lee Ellis, J. T. Johnson, and Tench Coxe Jr. These men were designated by the Legislature to represent the County, the City, and the Board of Education, and successors were to be appointed by these three bodies. In the course of time, 21 years, due to deaths and one resignation, the personnel of the Commission has changed, so that today the members are: Tench C. Coxe Jr., Chairman, George H. Wright, Vice Chairman, Robert F. Phillips, William P. Shuford, E. Bretney Smith and Julian A. Woodcock. The Commission has appointed, from without its membership, a Secretary and Assist-

ant Secretary, and an attorney. The Commission, in constant co-operation with the County and City administrations, has done much to reduce our debt, and has performed its duties patiently and faithfully for 21 years, the members receiving no salaries, yet effecting important savings to the taxpayers of the community.

Now consider first the Old Debt, that is the debt as of July 1, 1936, when the Refunding Bonds were issued:

The County-wide Old Debt at July 1, 1936 was \$18,239,552.72. At July 1, 1958 this old debt had been reduced to \$9,903,454.47, a reduction of \$8,336,097.95. The City's direct old debt at July 1, 1936 was \$22,205,633.26. At July 1, 1958 this direct old debt had been reduced to \$12,761,054.59, a reduction of \$9,444,578.67. The debt of other units in the County, that is the School and Sanitary districts, at July 1, 1936 was \$7,811,726.73. At July 1, 1958 this debt had been reduced to \$3,069,391.78, a reduction of \$4,742,334.95. Therefore the total debt of County, City, and Districts was, at July 1, 1936, \$48,256,912.71. At July 1, 1958 this total had been reduced to \$25,733,900.84, a total reduction of \$22,523,011.87.

Consider for a moment the City's old debt: Besides the direct old debt burden the City taxpayers are burdened also with the City's share of the County-wide debt. This share, on the basis of relative assessed valua-

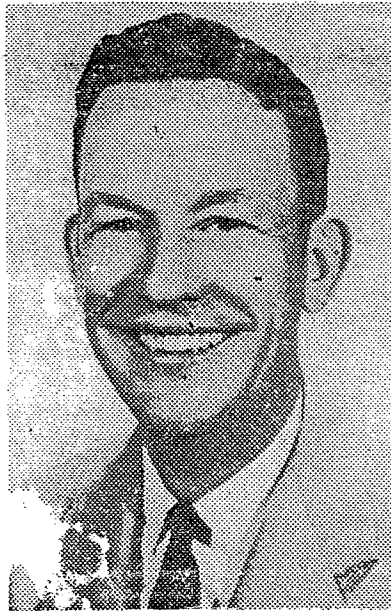
tions in 1936, was 61.97 per cent of the County debt. Hence the total debt-burden of the City in 1936 was \$36,287,184.08. This was 70.82 per cent of the assessed valuation of City property. At July 1, 1958 this burden had been reduced to \$17,284,952.59, a reduction of \$19,002,231.49. This burden is 20.0 per cent of present assessed valuation of City property. But remember that a large part of this reduction is due to the great change in relative valuations of County and City, so that the City's share of County debt is a much smaller percentage of County debt; and, the City's valuations being higher than in 1936, the debt constitutes a smaller percentage of City valuations.

Good roads and automobiles give those outside the city many of the advantages of residents in the city, and at a much lower tax rate. This is, of course, a problem confronted by cities all over the country, and so far no feasible solution of the problem has been found. Under present law this city is prevented from extending its limits, and the sensible plan of a merger of county and city administrations, which has been repeatedly proposed, has not proved acceptable to those who could effect it, the majority of whom live outside the city. This plan of merger, with a graduated scale of tax rates, varying in zones around the central market-place, would work no hardship upon the rural districts, and should result in a great saving to the entire community. But the prospect of this solution is not, at present, bright.

But, of all the discouraging prospects, the most discouraging is the public demand for more and more paternalistic services. This applies to federal, state, county, and municipal governments. The demands for schools, for poor relief, security for medical and sanitary services, and for traffic and police services, is so persistent as to present a threat to the solvency of all governmental units. Public officials cannot always resist the demands. The result is likely to be new and ever increasing debt and bond issues. If this community, the county and the city, continue to incur new debt, we may expect another collapse and another bankruptcy. I may mention certain projects that may, if adopted, necessitate new bond issues. The schools, unless their requirements for capital outlay are met on a "pay-as-you-go" basis, may require another large bond issue. The water department of the city needs a distribution system. If the state authorities order a sewage-disposal system, we shall be compelled to install it, regardless of cost; an estimate of cost has been made (and I think the estimate is much too low) at nearly four million. It is easy to see that these and other possible issues would quickly undo all the work we have done towards lowering our debt. This prospect is certainly not encouraging.

What this community needs is neither complacency nor hysteria, but a truthful appraisal. I have without regard to expediency, attempted to present such a factual appraisal.

NOVEMBER 6, 1959



LUKE ATKINSON

Luke Atkinson President W. A. Business Assn.

The West Asheville Business Association elected officers at Tuesday night's dinner-meeting held in the Community Center on Haywood Road at 7 p.m. They are:

Luke Atkinson, president; Willard Hensley, vice president; John E. Jones, reelected secretary; and Robert Groce, reelected treasurer.

Allan Culberson, E. C. Woody, Dr. B. L. Harpe, G. N. Smith, and Barbara Watts were named directors. Five other member remain on the board for 1960. They are Luke Atkinson, T. C. Stiles, A. C. Weddle, Simon Demos, and E. B. Roberts.

Members adopted a resolution requesting the city to enforce one-hour parking limitations along Haywood Road between Mitchell Avenue and Michigan Avenue. The motion also requested traffic lights at Vermont and Louisiana intersections with Haywood Road.

Burgess Moore, president, presided.

West Asheville Weekly News

(Advertisement)

DEMOS STORE FEATURES TOP BRANDS

The Demos Home and Auto Supply Company, 701 Haywood Road, has served West Asheville since October 1946, and sells such famous brand merchandise as Motorola, Kelvinator, Schwinn, Universal, Presto, Goodrich, Norge, G.E., Sherwin-Williams and Kodak. Besides sales and service of televisions and appliances, Demos' features many other needs for the home and car.

Simon Demos, owner, is married to the former Miss Annis Gardner of Asheville. They have two sons. Demos is a member of the Rotary Club, American Legion, and the Greek Orthodox Church. He served 2½ years in the Army Intelligence in North Africa, Italy, Corsica, Sardinia, Greece and Egypt. He speaks six languages.

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753 Haywood Rd. West Ash.

IDEAL TV IS G.E. SERVICE STATION

Ideal Television, Incorporated, located at 687 Haywood Road, in West Asheville, is the General Electric service station for all Western Carolina, according to Bob Lawrence, owner. They specialize in G.E. Television sales and service.

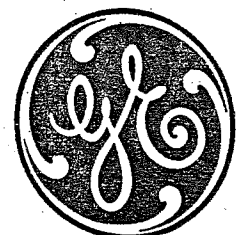
Ideal Television, Inc., was founded in 1950 at its present location. "Famous name merchandise and prompt, courteous service have been responsible for our continued growth," says Lawrence, who is married, and has two sons, two daughters.

NOTICE

The Parent-Teacher Association of the Hall Fletcher School in West Asheville will sponsor a Turkey Dinner Friday, November 4th, 5:30 p. m., at the school. Admission charge will be 75c for students and \$1.25 for adults.

Proceeds from this dinner will be used to purchase new uniforms for the school band.

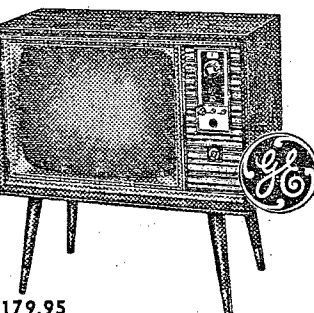
For tickets telephone Mr. Mull at Hall Fletcher School, Alpine 3-8871.



1961 GE TV
With Blue-Vision
PRICES START AT \$179.95

IDEAL TELEVISION, INC.

AT 2 STORES
AL 3-5372 FIRST UNION CHARGE PLAN AL 3-5373



CALENDAR OF EVENTS IN WEST ASHEVILLE

MONDAY

7:30 p. m.—West Asheville Legion Auxiliary, Mrs. R. P. Osborne, Dorchester Ave.

TUESDAY

8 p. m.—Hall Fletcher PTA.
6:45 p. m.—West Asheville Kiwanis Club, Bailey's Cafeteria.
7:30 p. m.—West Asheville Lions Club, Community Center.

WEDNESDAY

1 p. m.—West Asheville Rotary Club, West Asheville Community Center.
8 p. m.—West Asheville Alcoholics Anonymous, 508 Haywood Road.

"JUNIOR BALL'S" BARBER SHOP

225 Haywood Rd.

"The only place you'll find better barbers in the next world."
30 YEARS IN SAME LOCATION

WEST ASHEVILLE LIONS CLUB CELEBRATES 10th ANNIVERSARY

One of the better known civic clubs recognized for outstanding achievements in community service is the West Asheville Lions Club which celebrated its 10th anniversary on October 25th.

Beginning with 28 charter members, the club now has 48 active



BALLARD

"Lions" who are carrying on a program that sets a fine example for other civic clubs everywhere.

One of the principal projects is the Free Lunch program for underprivileged children in West Asheville elementary schools. The club stages benefit dinners to

raise money for furnishing these lunches throughout the school year, and in 1953 the Vance Elementary School square dance team

was sponsored by the club for a trip to a Lions International convention at Chicago.

Other club projects include the concession stand at the annual Fat Stock Show and sale at the Hominy Horse & Hound Club pavilion at Enka; a Little League baseball team; broom sale to finance the Lions Clubs' work among the blind; and aid in establishing a youth center in 1952.

West Asheville Lions believe in extending the good work of the Lions to other areas. Under the West Asheville club's sponsorship Lions Clubs have been started in Biltmore, Haw Creek, Woodfin and Valley Springs.

Two club members have held important posts in the state organization. W. E. Michael, Jr. served as District Governor in

1956-57 and was chairman of the N. C. Lions State Council. In addition Mr. Michael was State-wide Promotion Committee chairman to promote the N. C. District at the International Convention and served on the Board of Di-

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rectors of the N. C. State Association. In the same year Shelby Horton, Jr. was District Cabinet Secretary-Treasurer.

The West Asheville Lions Club sponsored the Statewide Lions Club Convention in 1957 and participates in all regular Lions International and District 31-A projects.

The club meets each 2nd and 4th Tuesday at 7 P. M. at the

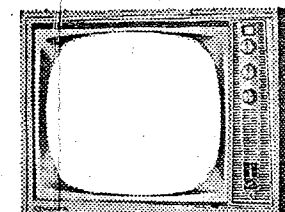
West Asheville Youth Center.

Currently serving as President is C. A. Ballard, the latest in a list of distinguished members who have held the top office including W. E. Michael, Jr., Charter President ('51-'52); Dan W. Foster ('53-'54); F. Jack Cole ('54-'55); Dan S. Judd ('55-'56); J. Robert Grace ('56-'57); E. B. Todd ('57-'58); Burgess Moore ('59-'60). Dan W. Foster is present chairman of Zone 4.

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West Asheville

West Asheville Weekly News

(Advertisement)

FORTUNE'S HAS SERVED WEST ASHEVILLE SINCE 1919

The story of Fortune's Paint and Hardware Company began in West Asheville in 1919 with S. J. Fortune, father of the present manager, Albert Fortune. "Mr. Jack" was able to combine his business with his pleasure and even now spins a good huntin' or fishin' yarn.

For these forty-odd years the company has pursued a policy of quality service specializing in paints, power and hand tools, builders' hardware, and tool rental services. If it's a tool, it can be rented or purchased at Fortune's. The present location was remodeled to provide for modern "check out" operation about two years ago and customers appreciate the opportunity for browsing

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Bay Service**
477 Haywood Road

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Woolens and
Dark Cottons

Reasonable Prices
Dress Making and
Alterations

Patterns - Sewing Notions

YOUR FABRIC SHOP

753 Haywood Rd. West Ash.

among the do-it-yourself areas of the store. Of course, there is a competent, well-trained sales staff on duty to assist customers who desire it.

Fortune's salesmen are given specialized training in factory schools and local sales training. They are now in the midst of a "Paint Salesmen's School" at Lee Edwards.

If you need help with a home repair problem, a decorating problem, a building problem, or want to know when the fish are biting at Fontana . . . go to Fortune's.

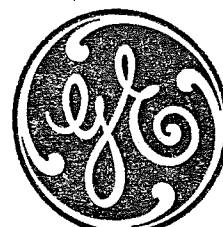
The Hardware and Sporting Goods departments are managed by Jim Banning. The Tool Department by Harold Knighten, and the Paint Department by Wayman Pritchard. Albert Fortune has been store manager for the five years since Mr. Jack's well-earned retirement.

ROSE'S STORES, INC. IS N. C. INDUSTRY

Rose's 5-10-25c Stores, Inc., 707-709 Haywood Road in West Asheville, is nationally known for its variety and value," according to Mrs. Barbara K. Watts, Store Manager. Rose's was founded in 1915 in Oxford, N. C., by C. H. Rose of Henderson, N. C., where the home office is located. The company now has over 150 stores, two of which are in Asheville.

Mrs. Watts has been with the West Asheville store since 1952. She is active in community work, serving in the West Asheville Presbyterian Church as circle chairman; and in the West Asheville Business Association as a member of the Board of Directors and Chairman of Legislative Action Committee.

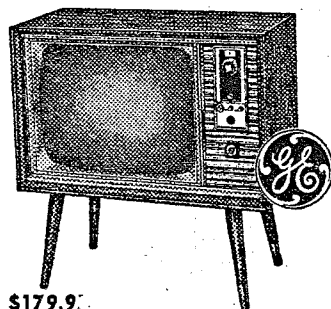
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CALENDAR OF EVENTS IN WEST ASHEVILLE

TUESDAY

8 p. m.—Hall Fletcher PTA.
6:45 p. m.—West Asheville Kiwanis Club, Bailey's Cafeteria.
7:30 p. m.—West Asheville Lions Club, Community Center.

WEDNESDAY

1 p. m.—West Asheville Rotary Club, West Asheville Community Center.
8 p. m.—West Asheville Alcoholics Anonymous, 508 Haywood Road.

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ALEXANDER'S BAY SERVICE HOLDS GRAND OPENING

Troy Alexander, a native of West Asheville, and former owner of Alexander's Texaco Service, announces the opening of his new and modern Bay Service Station at 477 Haywood Road, at Hanover St., in West Asheville.

Alexander, who is active in church, YMCA and civic organizations, is married and has one son, one daughter, 15 and 17 years of age. The Alexanders reside at 111 Middlemount Ave.

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"The only place you'll find better barbers is in the next world."
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BENEFIT CARD PARTY TO BE SPONSORED BY LEGION AUXILIARY

A benefit bridge and canasta party has been planned by the West Asheville American Legion Auxiliary, No. 335, Thursday, November 10, 7:45 p. m. at the George Vanderbilt Hotel. Proceeds will be used to purchase furnishings for the new Legion home now under construction on Haywood Rd., in West Asheville. This building is on the site of the old Legion home which was destroyed by fire.

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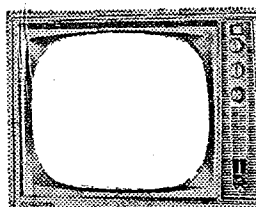
gion home now under construction on Haywood Rd., in West Asheville. This building is on the site of the old Legion home which was destroyed by fire.

A special feature will be Mr. Dave Lyons as master of ceremonies. Mr. Lyons is an active member of the Asheville Community Theatre and Barber Shop Quartet Singers. Reservations for the party may

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be made by phoning Mrs. C. B. Joyner at ALpine 3-6044. Tickets also will be sold at the door Thursday night.

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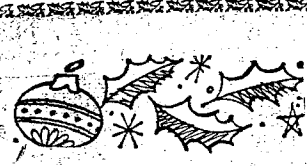
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West Asheville



West Asheville Weekly News



WEST ASHEVILLE MEET YOUR MERCHANTS

MOODY'S JEWELERS

Moody's Jewelers, 735 Haywood Road in West Asheville, was founded in 1948 by E. C. Moody, owner. The store was just this year moved to its present location. Moody's features such famous names as Bulova and Elgin watches, Keepsake Diamonds,



MOODY

world-known Samsonite luggage, Speidel and J.B. watch bands, and Gibson greeting cards.

E. C. Moody is a Certified Master Watchmaker, having received a diploma from the Horological Institute of America. He says, "We are well equipped to repair all makes and types of watches."

Moody, who is married and has one son, is a member of the West Asheville Lions Club, West Asheville Business Association, and the Grace Baptist Church.

GRAND OPENING

ALEXANDER'S
Bay Service
477 Haywood Road

FALL FABRICS

Woolens and
Dark Cottons
Reasonable Prices
Dress Making and
Alterations
Patterns - Sewing Notions

YOUR FABRIC SHOP
753 Haywood Rd. West Asheville

RHYMER-CORZINE AGENCY

A relatively new business in West Asheville is the Rhymers-Corzine Agency, which has recently moved into its new quarters at 766 Patton Ave. R. Neil Rhymers and Carlton A. Corzine are partners in the firm. They feature professional insurance servicing of all lines, including three of America's leading firms: Travelers Insurance Co., Hartford Insurance Co., and the Insurance Company of North America.



RHYMER

Rhymers, with five years insurance experience, was professionally trained in 1957 through the Travelers Insurance Co., having attended their "Multiple-Line" Training School for which he received a diploma. Then in 1959 he attended the Travelers Life-Health-Accident and Group Insurance Training School. This year he won the "President's Month Trophy" in the state for outstanding achievements.

Rhymers and his wife reside in Canton, N. C. He is a member of West Asheville Business Assn., Junior Chamber of Commerce, V.F.W., American Legion and Canton's First Baptist Church.

SELLERS CABINET SHOP

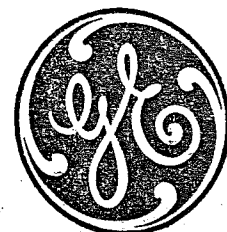
Paul G. Sellers, owner of Sellers Cabinet Shop, began his business back in 1946 at its present location, 417 Haywood Road in West Asheville. Sellers, who is married and has four sons, is a member of the Masons, West Asheville Business Association, Western Carolina Club, Wild-life Club, and the Abernathy Methodist Church.



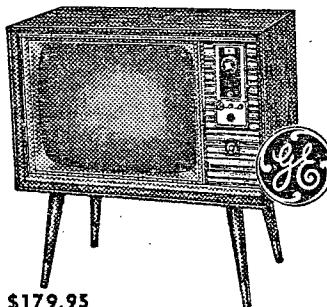
SELLERS

The original cabinet shop has taken on a very diversified list of services and merchandise for the homeowner, among which are Ventless Stove Hoods, Custom Martha Washington Electric Stoves, custom-built cabinets, Kirby Cleaners, Navaco aluminum awnings and carports, Ventrair custom-made awnings, and Aristostorm windows and doors.

According to Sellers, this is one of his busiest seasons of the year... preparing Asheville homes for the hard winter ahead; however, his efficient crew is well prepared to give fast, expert service.



1961 GE TV
With Blue-Vision
PRICES START AT \$179.95



IDEAL TELEVISION, INC.

AT 2 STORES
AL 3-5372 FIRST UNION CHARGE PLAN AL 3-5373

CALENDAR OF EVENTS IN WEST ASHEVILLE

TUESDAY

8 p. m.—Hall Fletcher PTA.
6:45 p. m.—West Asheville Kiwanis Club, Bailey's Cafeteria.
7:30 p. m.—West Asheville Lions Club, Community Center.

WEDNESDAY

1 p. m.—West Asheville Rotary Club, West Asheville Community Center.
8 p. m.—West Asheville Alcoholics Anonymous, 508 Haywood Road.

THURSDAY

8 p. m.—Eastern Star, Chapter 191 Masonic Temple, Brevard Rd.

HOME INSULATION CO.

- Insulation
- Storm windows
- Carports

Buy direct from manufacturer and SAVE!

36 months to pay
AL 4-2351

REGISTERED PHARMACISTS

You can depend on us the same as your Doctor Does!

IDEAL DRUG STORE

733 Haywood Road, West Asheville
Owned and Operated By
L. G. CROUCH

AYCOCK PTA SPONSORS DINNER

The Aycock School P.T.A. will sponsor a turkey dinner Friday, Nov. 18, 5:30 to 8:00 p. m. in the school cafeteria. Adult tickets will be \$1.25, children 75c. Call Mrs. Carl Williamson at AL 2-2338. She is in charge of advance ticket sales. Tickets will also be available at the door. This dinner is for the purpose of raising funds to improve the school playgrounds. The general public is urged to attend and participate in this worthy project.

"JUNIOR BALL'S" BARBER SHOP

225 Haywood Rd.
"The only place you'll find better barbers is in the next world."
30 YEARS IN SAME LOCATION

RX SERVICE

- PICKUP and delivery on Rx.
- 8-hour photo finishing
- Fountain service
- Drugs, gifts, toilet articles, sick room needs

BENNETT'S Drug Store
472 Haywood Rd. AL 3-0414

'61 MOTOROLA TV

Sales And
Service
PLEMMONS TV
Rt. 4 AL 4-2730

W. A. MERCHANTS HAVE "FULL STOCKS"

West Asheville Merchants, according to a recent survey, now have the most complete stocks of merchandise for Christmas in their history. Jewelry, furniture, appliances, toys, home gifts, power tools rate among the most wanted gifts. According to West Asheville store

owners, they are well stocked in these and many other wonderful gifts. You are urged to shop early while selection is best, and mail away early to insure arrival before Christmas; but by all means shop West Asheville where you'll find convenience, free and easy parking, credit, delivery and many other appreciated services.

PROTECT YOURSELF COMPLETELY!



RHYMER-CORZINE AGCY.
Moved to New Location
766 Patton Ave.



**THE BEST
FOR LESS!**
B. RAY BEBBER

STATE FARM MUTUAL
AUTOMOBILE
INSURANCE COMPANY
AL 2-6464
1112 Patton Ave.

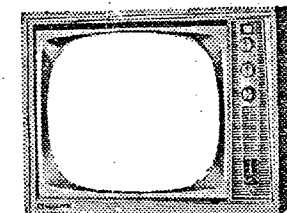
ICE SERVICE STORES

662 HAYWOOD RD.
789 PATTON AVE.
OPEN DAILY
8 AM - 11 PM
**FOR YOUR
CONVENIENCE**

PRINTING SMITH PRINTING CO.

540 Haywood Rd.
West Asheville

The NEW MOTOROLA For 1961



**NEW FRAME GRID TUBE EXTENDS
YOUR TV RECEPTION UP TO 35%**

Gives you a cleaner, steadier picture wherever you live. Golden "M" Tubes, Golden Tube Sentry Unit, Custom-Matic Tuner. START AT PRICES
Colors: Grained Mahogany or Grained Blond.
\$179.95

As Little As \$10.00
Down, \$2.50 Weekly

DEMOS Home & Auto Supply

"It costs you less
when you buy the best!"
701 Haywood Rd.
AL 2-3301

FOREST LAWN

Asheville's Most Modern
FREEDOM OF CHOICE
Cemetery
Under Perpetual Care
CALL AL 4-3353

*Honest
Weight!*

CASH COAL CO.

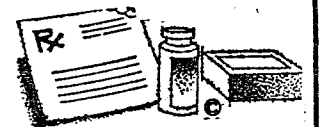
Now is the time to put in
that **SILLO UNLOADER** and
BUNK FEEDER!

Blue Ridge Tractor Co. has
plenty of them in stock—we don't
have to order any!

Many finance plans to choose
from—we handle all the de-
tails.

BLUE RIDGE

Tractor & Implement Co.
520 Haywood Rd. AL 2-7574



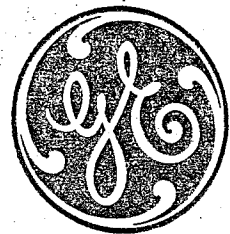
Trust Your Doctor With
Your Health And
Your Prescriptions with

PINNER'S DRUG STORE

619 Haywood Rd. AL 2-3546
West Asheville



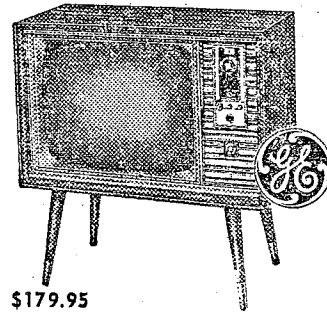
West Asheville Weekly News



1961 GE TV
With Blue-Vision
PRICES START AT \$179.95

IDEAL TELEVISION, INC.

AT 2 STORES
AL 3-5372 FIRST UNION CHARGE PLAN AL 3-5373



TV EXCLUSIVE

Don't miss highlights of
**4-H CLUB
NATIONAL CONGRESS**



Saturday
morning
Dec. 3
at 7 A. M. on
Channel 4
NBC-TV
Network
Greenville, S. C.



Sponsored by
MASSEY-FERGUSON

**BLUE RIDGE TRACTOR
AND IMPLEMENT CO.**

AL 2-7574

520 Haywood Rd.

MEET YOUR MERCHANTS:

IDEAL DRUG STORE

The Ideal Drug Store of 733 Haywood Road in West Asheville was purchased in 1954 by L. G. Crouch, owner and operator. Mr. Crouch's friends and customers will remember him from his previous employment at Goode's and Eckerd's Drug Store on Haywood Street, and from his activities in certain community affairs.

Ideal Drug Store has professional Pharmacists on duty at all



CROUCH

time. The firm features a complete soda fountain service as well as a sundry department selling famous brand merchandise, ideal for Christmas gifts. Although the company is dedicated to serving West Asheville's medical needs, they offer city-wide delivery at no extra charge. Their motto, which has entrusted them to their customers for over six years, is: "You can depend on us the same as your doctor does." There is a large free parking lot in the rear of the store for customers' use at all times, as well as cation on this weekly page.

**ATTENTION
WEST ASHEVILLE
RESIDENTS**

If you have interesting information concerning your civic, church, business or social organization . . . or other items of interest to West Asheville citizens, please contact Mrs. Barbara Watts at AL 2-2478 for possible publication for this weekly page.

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8 p. m.—West Asheville Alcoholics Anonymous, 508 Haywood Road.

THURSDAY

8 p. m.—Eastern Star, Chapter 191 Masonic Temple, Brevard Rd.

HOME INSULATION CO.

- Insulation
- Storm windows
- Carpets

Buy direct from manufacturer and SAVE!

36 months to pay
AL 4-2351

**REGISTERED
PHARMACISTS** Free Citywide Delivery ALpine 2-7634

IDEAL DRUG STORE

733 Haywood Road, West Asheville
Owned and Operated By
L. G. CROUCH

CHRISTMAS IS JUST AROUND THE CORNER

As one could tell by yesterday's parade, Christmas is close by . . . in fact there are only twenty-six shopping days remaining to shop, wrap, stamp, address, mail, decorate and do the many other chores



"JUNIOR BALL'S" BARBER SHOP

225 Haywood Rd.

"The only place you'll find better barbers is in the next world."
30 YEARS IN SAME LOCATION

R SERVICE

- PICKUP and delivery on Rx.
- 8-hour photo finishing
- Fountain service
- Drugs, gifts, toilet articles, sick room needs

BENNETT'S Drug Store
472 Haywood Rd. AL 3-0414

'61 MOTOROLA TV

Sales And
Service

PLEMMONS TV
Rt. 4 AL 4-2730

that the season brings. Mr. S. Claus of N. Pole advises that you may lighten your load by getting the heaviest chore done now . . . that is, shopping.

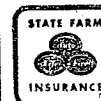
Now West Asheville merchants' stocks are complete with the right sizes and colors in most everything. Remember last year how you promised yourself that "this

PROTECT YOURSELF COMPLETELY!



With a package pay - by - the-month insurance program. Call R. Neil Rhymer AL 4-2711.

RHYMER-CORZINE AGCY.
Moved to New Location
766 Patton Ave.



**THE BEST
FOR LESS!
B. RAY BEBBER**

STATE FARM MUTUAL
AUTOMOBILE
INSURANCE COMPANY
AL 2-6464
1112 Patton Ave.

ICE SERVICE STORES

662 HAYWOOD RD.
789 PATTON AVE.

**OPEN DAILY
8 AM - 11 PM
FOR YOUR
CONVENIENCE**

last minute shopping is not for me?" Why not leisurely layaway or charge all your Christmas needs now! In West Asheville you'll find

FALL FABRICS

Woolens and
Dark Cottons

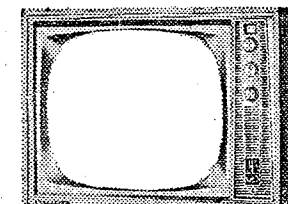
Reasonable Prices
Dress Making and
Alterations

Patterns - Sewing Nations

YOUR FABRIC SHOP

753 Haywood Rd. West Ash.

The NEW
MOTOROLA
For 1961



NEW FRAME GRID TUBE EXTENDS
YOUR TV RECEPTION UP TO 35%

Gives you a cleaner, steadier picture wherever you live. Golden "M" Tubes, Golden Tube Sentry Unit, Custom-Matic Tuner. START AT PRICES.
Colors: Grained Mahogany or Grained Blond. **\$179.95**

As Little As \$10.00
Down, \$2.50 Weekly

DEMOS

Home & Auto Supply

"It costs you less
when you buy the best"

701 Haywood Rd.
Dial AL 2-3301

FOREST LAWN

Asheville's Most Modern
FREEDOM OF CHOICE
Cemetery
Under Perpetual Care
CALL AL 4-3353

*Honest
Weight!*

CASH COAL CO.

PRINTING

SMITH PRINTING CO.
540 Haywood Rd.
West Asheville

IT'S NEW!

**ALEXANDER'S
Bay Service**
477 Haywood Road



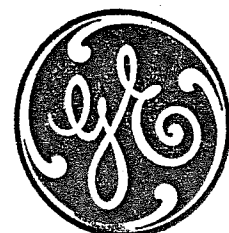
Trust Your Doctor With
Your Health And
Your Prescriptions with

**PINNER'S
DRUG STORE**

619 Haywood Rd. AL 2-3546
West Asheville



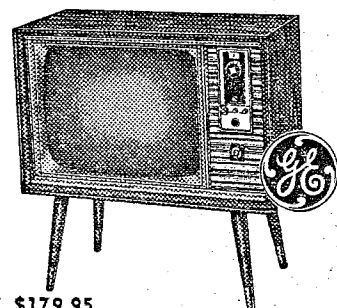
West Asheville Weekly News



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AT 2 STORES
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Greenville, S. C.



Sponsored by

MASSEY-FERGUSON

**BLUE RIDGE TRACTOR
AND IMPLEMENT CO.**

AL 2-7574

520 Haywood Rd.

PINNER'S DRUG STORE BEGAN BACK IN 1933

Pinner's Drug Store, 619 Haywood Road in West Asheville, originated in 1933 at the corner of Woodfin and Market Streets, according to Beaman Pinner, owner and founder. The company moved to its present location in 1941.

Mr. and Mrs. Pinner (Evelyn) have one son, Zack, who is a senior at Lee Edwards High School, and quarterback on the school football team.



Pinner is past president of the Cosmic Club, W. N. C. Drug Club, the Junior Chamber of Commerce, and First Commander of the West Asheville Memorial Legion Post No. 335, serving a

"JUNIOR BALL'S" BARBER SHOP

225 Haywood Rd.

"The only place you'll find better barbers is in the next world."
30 YEARS IN SAME LOCATION

ANNOUNCING OUR NEW LOCATION

**VIVIAN'S
BEAUTY SHOP**

Now At
550 1/2 Haywood Road
West Asheville

DECEMBER SPECIAL

\$10 Permanent
Everything
Included **\$7.50**
For Appointment
Dial AL 2-3456

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second term. He is a veteran of World War II.
Mrs. Pinner is president of the West Asheville Legion Auxiliary.

HOME INSULATION CO.

- Insulation
- Storm windows
- Carports

Buy direct from manufacturer and SAVE!

36 months to pay
AL 4-2351

REGISTERED PHARMACISTS

Free
Citywide
Delivery
ALpine
2-7636

IDEAL DRUG STORE

733 Haywood Road, West Asheville
Owned and Operated By
L. G. CROUCH

HOME INSULATION CO. HAS \$250,000 ANNUAL PAYROLL

Home Insulation Company of Asheville, Inc., located on the New Leicester Highway, is a growing young firm. Its officers are: Clyde Kinser, president; Wayne Kinser, vice president; Esther Mae Kinser, secretary, and Robert Kinser, treasurer.

Organized in 1949 at the original location, 753 Haywood Road, West Asheville, the company moved to its present location and incorporated in 1956. Home Insulation Co. is a manufacturer, wholesaler and retailer of storm windows and doors, awnings, car ports and insulation.



The Kinser family moved to Asheville from Oak Ridge, Tenn.

RX SERVICE

- PICKUP and delivery on Rx.
- 8-hour photo finishing
- Fountain service
- Drugs, gifts, toilet articles, sick room needs

BENNETT'S Drug Store
472 Haywood Rd. AL 3-9414

'61 MOTOROLA TV

Sales And
Service

PLEMMONS TV
Rt. 4 AL 4-2730

in 1947. Clyde Kinser is a member of the Lions Club and W.A. Business Association.

Home Insulation Company employs approximately 60 people with an annual payroll of more than one quarter of a million dollars. The office and plant are located on a seven-acre tract of land with approximately 40,000 sq. ft. of floor space. The company maintains a fleet of 18

PROTECT YOURSELF COMPLETELY!



With a package
pay - by - the-
month insurance
program.
Call R. Neil
Rhymer AL
4-2711.

RHYMER-CORZINE AGCY.
Moved to New Location
766 Patton Ave.



STATE FARM MUTUAL
AUTOMOBILE
INSURANCE COMPANY

THE BEST FOR LESS! B. RAY BEBBER

State Farm Agent
AL 2-6464
1112 Patton Ave.

ICE SERVICE STORES

662 HAYWOOD RD.
789 PATTON AVE.

**OPEN DAILY
8 AM - 11 PM
FOR YOUR
CONVENIENCE**

trucks and cars in order to provide customer service. Products manufactured by Home Insulation Company are distributed through the company's local retail sales

division and by home improvement contractors in seven Southern states.

FOREST LAWN

Asheville's Most Modern
FREEDOM OF CHOICE
Cemetery
Under Perpetual Care
CALL AL 4-3353

FALL FABRICS

Woolens and
Dark Cottons

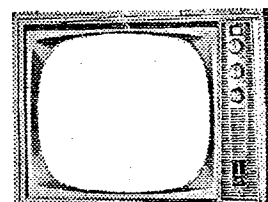
Reasonable Prices

Dress Making and
Alterations

Patterns - Sewing Notions

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**ALEXANDER'S
Bay Service**
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Trust Your Doctor With
Your Health And
Your Prescriptions with

**PINNER'S
DRUG STORE**

619 Haywood Rd. AL 2-3546
West Asheville



West Asheville Weekly News



WEST ASHEVILLE... MEET YOUR MERCHANTS

SMITH PRINTING CO. OFFERS A COMPLETE PRINTING SERVICE

The Smith Printing Company, which is located at 540 Haywood Road in West Asheville is owned and operated by G. N. Smith. It was in 1950 that the firm began with very limited facilities, at its present location.

Since that time, however, the company has added new and completely automatic presses.

They are prepared to turn out faster yet professional work. The Smith Printing Company specializes in printing, both letterpress and offset. Mr. Cameron Osborne is affiliated with the firm.

According to Mr. Smith, he is equipped to originate and produce any type of printing that an office would normally need. "If it's friendly, fast and conscientious service you want in printing, the number to call is AL 4-1000," says Mr. Smith.

FALL FABRICS

Woolens and
Dark Cottons

Reasonable Prices
Dress Making and
Alterations

Patterns - Sewing Notions
YOUR FABRIC SHOP
753 Haywood Rd. West Ash.

IT'S NEW!

ALEXANDER'S
Bay Service
477 Haywood Road

VIVIAN'S BEAUTY SHOP IN NEW LOCATION

Vivian's Beauty Shop, operated by Mrs. Vivian C. Ingle, has moved from 626 Haywood Road to a new location, 550 1/2 Haywood Road, next to National Cleaners.

Margery Lusk and Josie Singleton are operators. The firm has been in business for 8 1/2 years. Phone AL 2-3456 for appointment. They are open Monday and Friday nights for business ladies.

The shop uses Helene Curtis and Revlon beauty products.

BOY SAYS TO GIRL... SHH!

"Don't let Santa hear us, but it looks like he's brought everything we told him we wanted. Great old guy, isn't he?"

GIRL SAYS TO BOY: "He sure is, and they're just like the beautiful toys we saw in all the West Asheville stores. And look! There's the electric mixer mom wanted and the power tools for dad. West Asheville stores sure have everything for Christmas, don't they?" "UH-HUH!"



1961 GE TV
With Blue-Vision
PRICES START AT \$179.95

IDEAL TELEVISION, INC.

AT 2 STORES
AL 3-5372 FIRST UNION CHARGE PLAN AL 3-5373

BENNETT'S DRUG STORE HAS FAMOUS BRAND CHRISTMAS GIFTS

Bennett's Drug Store, 472 Haywood Road in West Asheville has a complete stock of famous name gift suggestions... names that are always appreciated, such as Lionel trains, Coty and Max Factor cosmetics, Timex watches, Remington shavers, Shaeffer pens, and Hallmark cards.



The firm opened for business back in 1947 as Bennett's Sodas and Sundries. Then in 1956 the prescription department was added, as well as the present firm name. The drug department is under the supervision of William H. Kauffman, a native of Colorado and graduate of the University of Colorado. A registered pharmacist is always on duty at Bennett's, where pickup and delivery of prescriptions are featured. The store has a complete "soda fountain" as well as 8-hour photo finishing service.

W. R. Bennett, owner, resides in West Asheville with his wife and three daughters, Ann, Susan and Nancy.

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36 months to pay
AL 4-2351

REGISTERED Free Citywide Delivery
PHARMACISTS ALpine 2-7636

IDEAL DRUG STORE

753 Haywood Road, West Asheville
Owned and Operated by
L. G. CROUCH

FOREST LAWN CEMETERY IS ONE OF THE FINEST

Forest Lawn Cemetery, Inc. is located next to American Enka Corporation in Enka, N. C., with offices at 550 Haywood Road in West Asheville.

H. B. Angel of Waynesville, N. C. is president of the corporation; John K. Coggins of Elberton, Ga., is vice president and William Milne of Canton, N. C., is secretary.

The company, founded in 1957, provides burial spaces and estates in beautiful Forest Lawn Cemetery, under state supervised perpetual care.

Forest Lawn is the authorized dealer for Stone eternal memorials, monuments, markers and mausoleums.

"JUNIOR BALL'S" BARBER SHOP

225 Haywood Rd.

"The only place you'll find better barbers is in the next world."
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472 Haywood Rd. AL 3-0414

'61 MOTOROLA TV

Sales And
Service

PLEMMONS TV
Rt. 4 AL 4-2730

Stone eternal materials are one of the three monumental materials in the world that bears the Good Housekeeping seal of approval and guarantee.

H. B. Angel has been owner and manager of the Haywood Monument Co. for the past 20 years. His wife, Mary Bryson Angel, is a teacher and part-time employee of Haywood Monument Co. They

PROTECT YOURSELF COMPLETELY!



With a package pay - by - the-month insurance program. Call R. Neil Rhymer AL 4-2711.

RHYMER-CORZINE AGCY.
Moved to New Location
766 Patton Ave.



**THE BEST
FOR LESS!**
B. RAY BEBBER

State Farm Mutual
State Farm Agent
AL 2-6464
1112 Patton Ave.

ICE SERVICE STORES

662 HAYWOOD RD.
789 PATTON AVE.

**OPEN DAILY
8 AM - 11 PM
FOR YOUR
CONVENIENCE**

have a daughter, Judith Ann Angel.

William Milne is employed by Champion Paper & Fibre Co. His wife, Marjorie Brown Milne, is also employed by Champion Paper & Fibre Co.

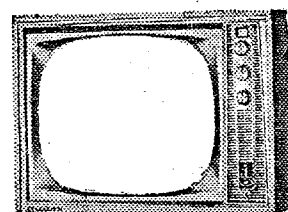
John K. Coggins, vice president of Coggins Granite Industries, Inc., Elberton, Ga., the world's largest producers of monumental materials. Mrs. Coggins is the daughter of Guy Hunter, former owner of the M. V. Moore Co. Dept. Store. They have two small sons.

PRINTING

SMITH PRINTING CO.
540 Haywood Rd.
West Asheville

The NEW MOTOROLA

For 1961



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YOUR TV RECEPTION UP TO 35%**

Gives you a cleaner, steadier picture wherever you live. Golden "M" Tubes, Golden Tube Sentry Unit. Custom-Matic Tuner. Colors: Grained Mahogany or Grained Blond. **\$179.95**

As Little As \$10.00
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DEMOS

Home & Auto Supply

"It costs you less
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701 Haywood Rd.
Dial AL 2-3301

SHOP AND MAIL NOW!

FOREST LAWN

Asheville's Most Modern
FREEDOM OF CHOICE

Cemetery

Under Perpetual Care

CALL AL 4-3353

*Honest
Weight!*

CASH COAL CO.

INVENTORY REDUCTION!

We are offering Long Trades and especially good prices on All Farm Equipment between Now and January 1st.

See Us For the Best Deal!

Many finance plans to choose from—we handle all the details.

BLUE RIDGE

Tractor & Implement Co.

520 Haywood Rd. AL 2-7574



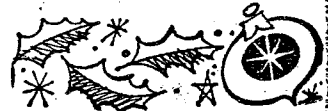
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619 Haywood Rd. AL 2-3546
West Asheville



West Asheville Weekly News



GIFTS FOR ALL AT WEST ASHEVILLE STORES



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AL 2-6464
1112 Patton Ave.

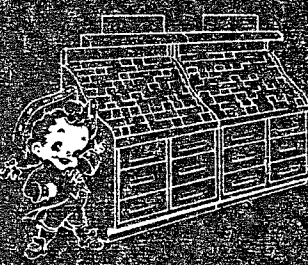
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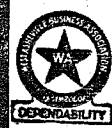
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Your Fabric Shop, 753 Haywood Road, West Asheville, is owned and operated by Mrs. Halie Smith.

The firm specializes in first quality materials for home sewing. Your Fabric Shop has an excellent dress making and alteration department.

Mrs. Smith stocks the latest styles and colors in fabric including these well known brands: Burlington, Rolmar and Milliken. For spring and summer sewing your Fabric Shop will stock Fabrex, Cohama, Wamsutter, Emanuel Roth and others.

Mrs. Smith resides at 1 Shelbourne Road. She is married, has two sons, one attending Mars Hill College, another at Hall Fletcher. She is an officer in the Eastern Star, attends the West Asheville Baptist Church, and enjoys working for community fund raising drives.

For eight years prior to opening the shop, Mrs. Smith was

MRS. SMITH



"JUNIOR BALL'S" BARBER SHOP

225 Haywood Rd.

"The only place you'll find better barbers is in the next world."
30 YEARS IN SAME LOCATION

FALL FABRICS Woolens and Dark Cottons

Reasonable Prices
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Patterns - Sewing Nations

YOUR FABRIC SHOP
753 Haywood Rd. West Ash.

BALL'S BARBER SHOP BEGAN IN 1909

Ball's Barber Shop began operation in 1909, in the West End of Asheville, moving to the present location in 1928. Enach G. Ball Sr. sold to his son "Junior" in 1953. Junior has operated the shop since, and has a total of 15 years experience, specializing in flat-top haircuts, and styles to fit your head.

Mr. Ball Jr. is a licensed minister in the Baptist Church, and is widely known for singing gospel songs on TV and radio. He resides on Ben Lippen Road with his wife Barbara, and two sons, Keith and David, and six months old daughter Koren.

BALL



employed by the City of Asheville. (Mrs. Smith's photo by Allen of Asheville).

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"We take pride in manufacturing and installing the finest aluminum combination storm windows and doors," said Frank Taylor, owner-manager of Winter Seal of N. C., located at 424 Haywood Road in West Asheville. "We make a quality product," he continued, "using only the best grade of Alcoa extruded aluminum for strength and durability."

Winter Seal of N. C., in addition to manufacturing storm windows and doors, also does roofing, siding and insulation.

The firm employs 5 skilled plant and service men, and 5 salesmen. Winter Seal is a local firm in business for 4 years at 424 Haywood Rd. Dial AL 3-5181 for free estimates.

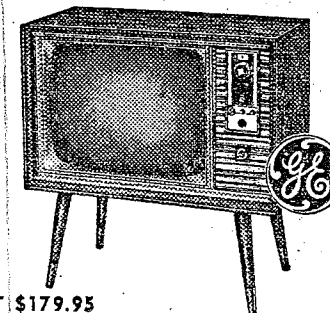
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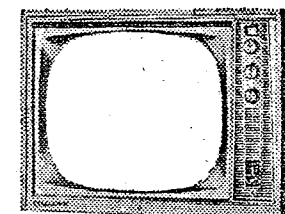
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Rhymer AL
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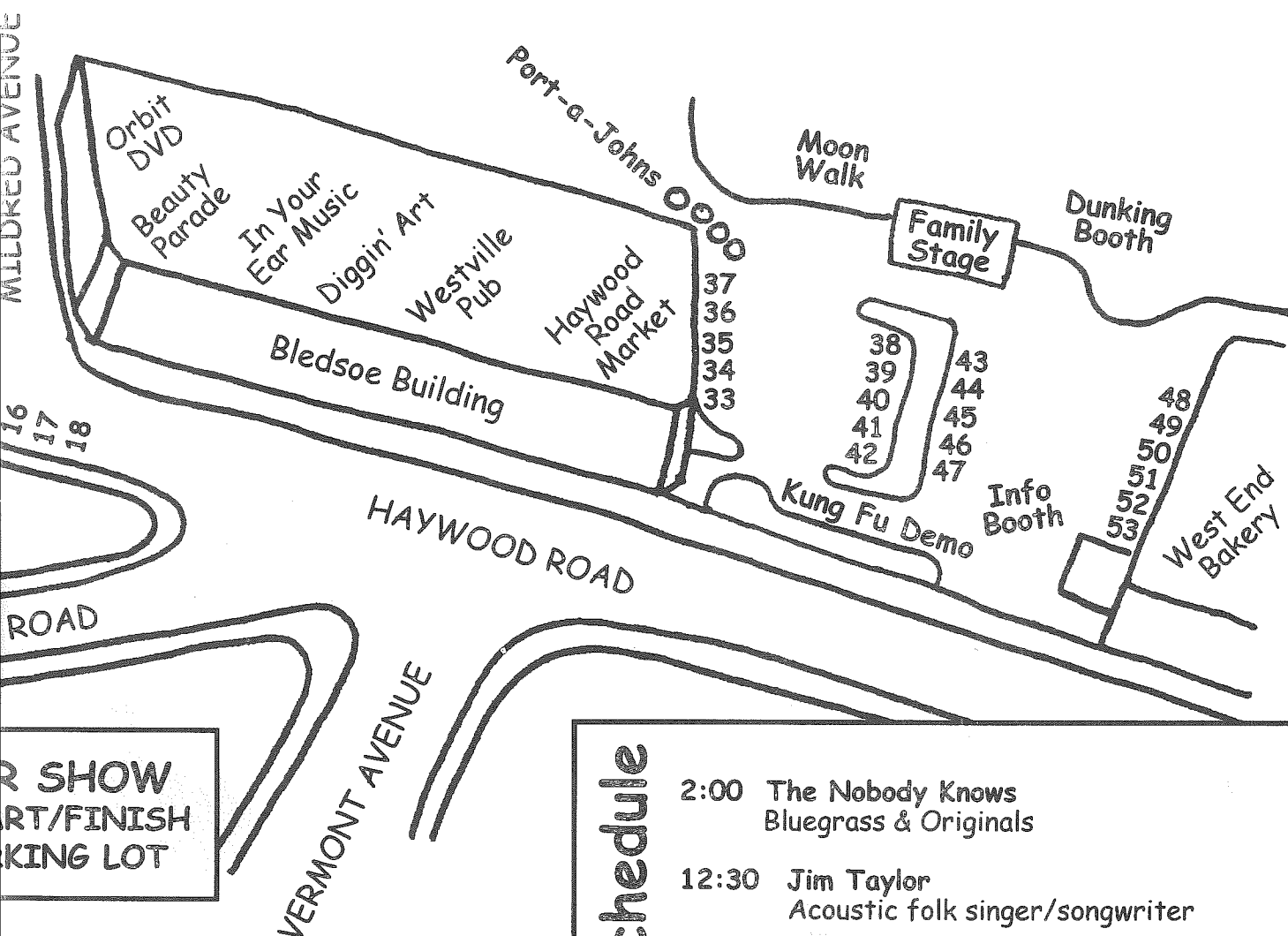


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West Asheville

West Asheville Business Association and Asheville Parks & Recreation Welcome you to WestFest 2004



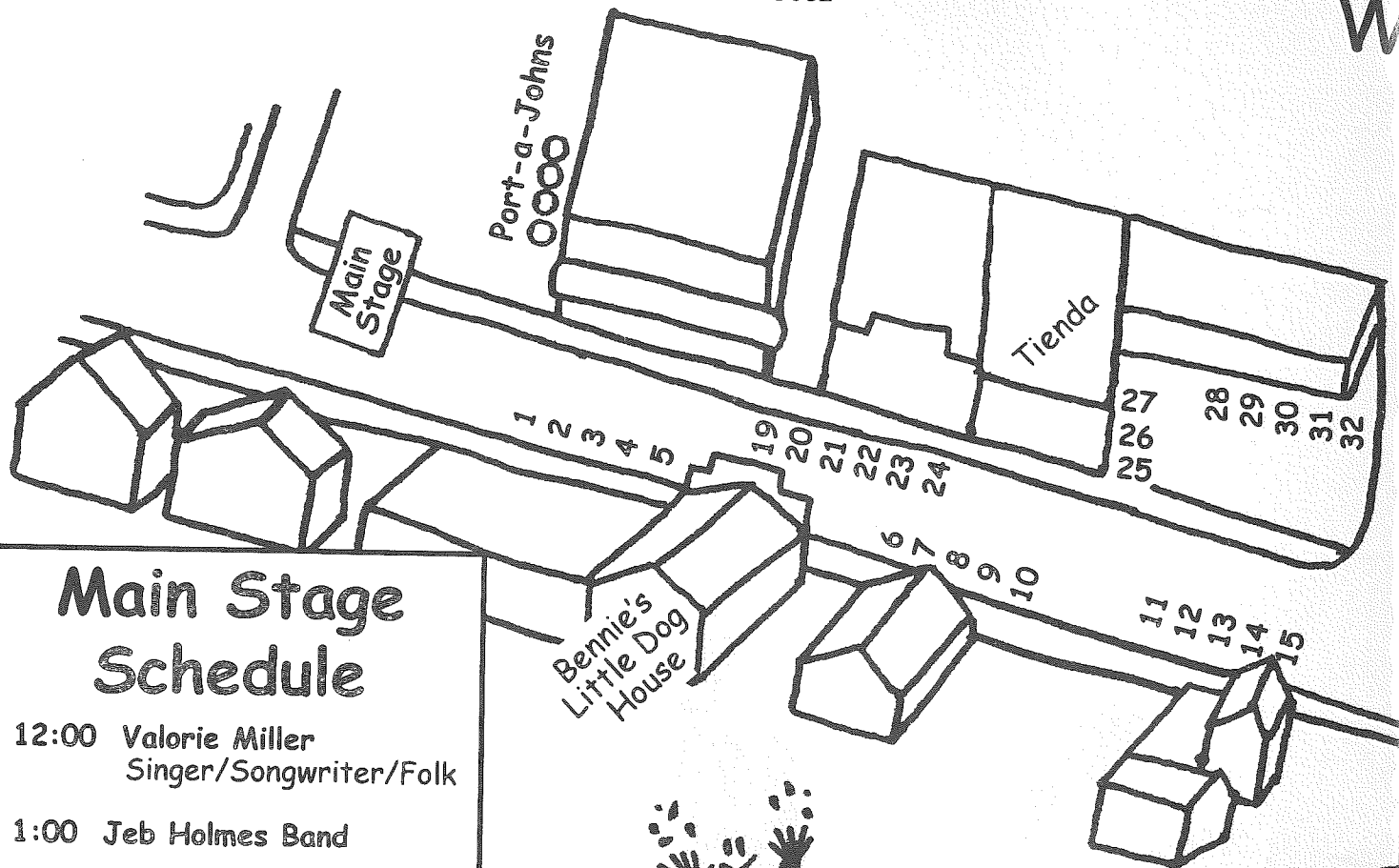
WestFest tee
shirts on sale
at the
Info Booth

Family Stage Schedule

- 2:00 The Nobody Knows
Bluegrass & Originals
- 12:30 Jim Taylor
Acoustic folk singer/songwriter
- 1:30 Simple Folk
Classic 60's & 70's Folk
- 2:30 Kung Fu Break-a-thon
with Shaolin Kung Fu of Asheville
Demo/Fundraiser
- 3:00 Jen & the Juice
Feel Good Folk Music-- All Original Tunes
- 4:00 The Ribtips
Jug Band/Old-Time
- 5:00 High Windy
Bluegrass

- 50 - Friends of West Asheville Library
- 51 - Parks & Rec.
- 52 - Greenspan Chiropractic
- 53 - io design & illustration

W



Main Stage Schedule

- 12:00 Valorie Miller
Singer/Songwriter/Folk
- 1:00 Jeb Holmes Band
- 2:20 The Zion Project
Reggae
- 4:40 Brian Marshall &
the Gone Wrongs
Classic Country
- 6:00 Kronik
New Rock Covers

WestFest!

May 22, 2004

CLASSIC CAR
5K FUN RUN START
WACHOVIA PARK

- 1 - We Be Flossing
- 2 - Wonderland 5
- 3 - Pipi's Exchange & Doggie Styles
- 4 - Patsy Pridett
- 5 - Theresa Foti
- 6 - Renaissance Glass
- 7 - Moonshine Metalworks
- 8 - Chardin
- 9 - Earthland Creation
- 10 - The Ball Lady
- 11 - Recyclone
- 12 - Voter Registration
- 13 - WNC Alliance
- 14 - Parks & Rec. & Greenway Comm.
- 15 - Gnomon
- 16 - Seven Lights
- 17 - Faerie Made

- 18 - Ploughboy Produce
- 19 - Phillips Pottery
- 20 - Spirit Creations
- 21 - Gardening Angels
- 22 - Self-Health Education
- 23 - League of Women Voters
- 24 - Strive Not to Drive
- 25 - Walden Books
- 26 - Stage Door
- 27 - Grace Baptist Church
- 28 - Neighbors Kitchen
- 29 - Neighbors Kitchen
- 30 - Perry's BBQ
- 31 - Relaxed Reader
- 32 - MAIN
- 33 - Asheville Police Dept.
- 34 - Francine Delany School

- 35 - Sunset Concessions
- 36 - Pastabilities
- 37 - Family Fun Foods
- 38 - Salvation Army
- 39 - College Foundation
- 40 - St. George's
- 41 - Muddy Paws
- 42 - Emily's Attic
- 43 - Whimsy Children's Toys
- 44 - Emmanuel Lutheran
- 45 - Busy with Baby
- 46 - Rotary Club
- 47 - Three Streams
- 48 - Southern Waterways
- 49 - Fun Totes



WABA Newsletter

Voice of the West Asheville Business Association

www.west-asheville.com

July 2004

It's Picnic Time!

Tuesday, July 20

6:30 p.m.

Malvern Hills Park Shelter

WABA celebrates each July with a picnic. This year we will be holding our picnic at the Malvern Hills Park Shelter. Hot dogs, hamburgers and the fixings will be provided by Bennie's Little Dog House for \$8 a plate. Friends, family, co-workers, employees and prospective members welcome.

As part of our July celebration we present our 2004 scholarship winners with checks and have a chance to wish them well in person. Please join us in congratulating:

Inna Ivanchenkova - Erwin High
Kareemah Lewis - Asheville High
Christopher Love - Enka High

Bring your swim suit and stay for our scholarship fund-raising event:

Dive-In Theater!!!

(Details inside.)

President's Message

It's time to talk about the 800 lb. gorilla sitting in the corner. You know, the one we've all been ignoring because we don't want to argue about it.

By the time you read this, we will most likely know the final decision about the number of lanes that NCDOT will build through West Asheville on I-26/240. At the very least we will have a sense of where our community is headed. Now, we must begin to deal with the impact this project will have on all of us.

Whether you were a supporter of eight lanes, six lanes, 12 lanes or tearing the road up and reverting to horses, it is essential to recognize that the number of lanes is only the first question. There are literally hundreds more that must be addressed about how this massive project will impact West Asheville while it is being built and what our side of town will look like when it is all done. The only way we can effectively advocate for West Asheville is to speak with a united voice - loudly and often.

No one wants to see businesses shut down because of lack of access during construction. Nobody wants to see accidents because of detours onto roads unable to handle the load. Nobody wants an ugly scar left through the middle of our community. We have to insure that this is not the case. Neither DOT nor City Council nor the County Commissioners will be our advocate. We have to take care of ourselves.

This project has provoked hard feelings and argument for the past five years. The only way to sustain the community that we all love is to put those differences behind us and work together for our future.

Lewis Lankford

Renew your WABA membership today!

New members welcome!

WABA members receive:

- monthly newsletter (where you can list your business news)
- information included on our soon to be revised web site
- special notation onHaywood.com
- special member offers

WABA members support our community by:

- supporting special needs in our local schools and library
- funding Community Center events and activities (such as youth basketball)
- working with the Police Resource Center to ensure safety in our area
- joining forces to promote West Asheville and business growth in our area

WABA Membership Form 2004

Help us keep our database current by completing the information below when renewing your membership. Having up to date information will allow us to keep you informed of special happenings. Updating the WABA web site is on the agenda for 2004, so please make sure to include that information as well.

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

e-mail: _____ web site: _____

\$40 2004 Dues (for calendar year January 1, 2004 - December 31, 2004)

\$20 Mid-year Dues (for those joining in July or later in 2004)

_____ **2004 Donation to Bonnie Hickey Memorial Scholarship Fund**

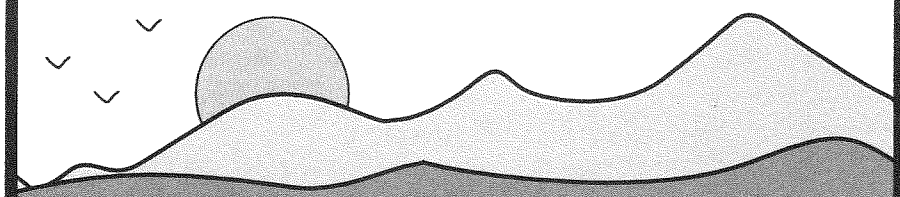
_____ **2004 Donation to Police Resource Center**

_____ **TOTAL**

Return this form with a check (payable to the West Asheville Business Association) to:

West Asheville Business Association
775 Haywood Road, Suite E
Asheville, NC 28806

WEST ASHEVILLE BUSINESS ASSOCIATION



A SYMBOL OF DEPENDABILITY

**WABA
IN
2000**

Joining Forces Together For Success

WEST ASHEVILLE BUSINESS ASSOCIATION

1401 Patton Avenue — Asheville, NC 28806

OFFICERS: 2000

Vickie Gaddy, *President*
Tom Muncy, *Vice-President*
Dorothy Anderson, *Secretary*
H. Dale Groce, *Treasurer*
Richard Nantelle, *Immediate Past President*

Albert Fortune, *Charter/Life Member*

DIRECTORS: 2000-2001

Laura Hubbard
Andy Anderson
Charlene Galvin
Beth Evans
Tommy Rice

Mildred "Mickey" Cooper, *Life Member*

DIRECTORS: 1999-2000

Eldon Moore
Dick Rice
Terry Fisher
Charles Worley
Tommy Sellers

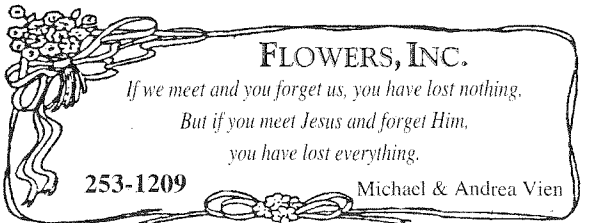
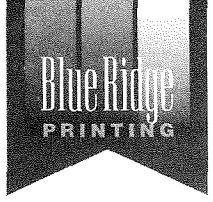
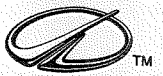
Carlie Rogers, *Life Member*

WABA SLOGAN:

"Do Business with West Asheville Business Association Members."

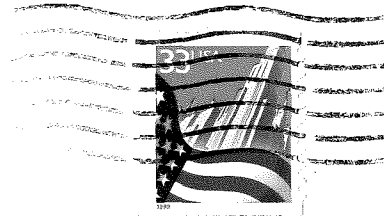
WABA Motto: "Without You Nothing Happens."

YOU make the difference!!!

BUSINESS: 254-3511 RESIDENCE: 252-7883 ANDERS-RICE FUNERAL HOME TOMMY RICE DIRECTOR 1428 PATTON AVE. ASHEVILLE, NC 28806	GO GROCERY OUTLET 20-50% GROCERY SAVINGS K-Mart Plaza • Skyland, 277-1999 Valley View Shopping Center • Candler, 667-1878 771 Haywood Rd., West Asheville, 254-1570 417 S. Main St., Hendersonville, 697-1287 121 New Leicester Hwy., 254-5100 1380 Tunnel Rd., 298-6636	Charles Worley Attorney 53 North Market Street 828-258-3920	One of Western North Carolina's Largest Real Estate Appraisal Firms De Bruhl Agency Inc.  "Serving W.N.C. Since 1947" Qualified to Appraise All Types of Real Estate 254-8856 428 Haywood Road Asheville, N.C. 28806 Qualified Staff of Appraisers Relocation Assistance	 CRAWFORD SIGN CO. 167 Haywood Rd., Asheville, North Carolina 28806 Plastic • Neon • Architectural • Sandblasted Custom Design & Manufacturing • Maintenance & Installation (828) 254-2250 • (800) 627-1023 Carl H. Whitt, Jr. Fax (828) 254-6841
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WABA

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Asheville, NC 28806



TO: Peggy Weaver
West Avl. Branch Library
Haywood Road
Asheville NC 28806

Lettering by Larry Colemon Inc. 828/254-0236 821 Haywood Rd., Asheville, NC 28806	Tom McCurry 252-1400 Tom McCurry Construction Custom Homes • Remodeling • Home Inspections P.O. Box 6175 • Asheville, NC 28816 • Fax: 251-1213	Better Roofing MEDFORD ROOFING "Over 25 Years Experience" Harley Medford, President 980 Haywood Road Asheville, NC 28806 Office: 828-258-9251
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WABA Newsletter

Editor Rick Nantelle III

June 2000

Neighborhood Beautification

As we all have learned from either raising or being involved in the extended families of children, both the best and worst of behaviors are emulated by our youngsters, when they see that their elders do it, AND see that their elders are also comfortable in NOT doing it a better way. Consequently, we have the joy of seeing our youth succeed when they practice what we preach and the dismay of seeing our youth practice what we preach. Irony but undeniable.



Jungle at the Monument

(Thanks to the Nantelles for mowers, gas & sweat on 05-20-00)

Ever notice that when you're the only one weeding in the garden or mowing the front yard, that all of a sudden, neighborhood peer pressure exerts itself and there are 3 or 4 more along your street doing the same thing? I have, and it is a grand feeling! Suddenly, neighbors who otherwise keep to themselves are strolling down to each others' places and complimenting the new row of flowers or the well-groomed lawn, chatting when before it was usually just a casual hello or nod from a distance.

So when you're driving or walking down your street and you see a chance to pick up an old can or bag, do it. When you're settled on the couch in front of the TV and convince yourself to mow or clean the yard "later," remember there are younger, more impressionable eyes watching you. What example do we want to set? Talk is cheap.

Association Events

WABA June General Meeting

06-20-00, 6:30pm, Best Western Smoky Park
No Checks Accepted for Dinner; Cash Only
Bring a Door Prize!
Program: Mr. Bradshaw of Goodwill Industries

WABA July Board Meeting

07-06-00, 7:30am Happy Hill Restaurant

WABA July General Meeting and WABA Annual Summer Picnic

07-18-00, 6:30pm, Riverlink Park
Confluence of the French Broad & Swannanoa
"Celebrating 50 Years of the WABA"

Request for Volunteers

Delightful Dining Coupon Books will be on-sale outside of La Paz Restaurant in Biltmore, evening, 06-30-00. Our member, **Laura Hubbard**, is coordinating and requests a couple of WABA member volunteers to assist. Please contact Laura at Wachovia in West Asheville.

Scholarship Awards

The 2000 **Bonnie Hickey Memorial Scholarships** have been awarded. Recipients are

Joshua Daniel Holloway of 72 Rash Road, Asheville, N.C. He is the son of Ivan & Carolyn Holloway and plans to attend Virginia Tech majoring in Architecture. Joshua graduated from Erwin High School.

Danielle Sabina Wilson of 204 Dogwood Road, Candler, N.C. She is the daughter of Dan & Julie Wilson and plans to attend Carson-Newman College majoring in Biology. Danielle graduated from Enka High School.

Congratulations to our 2000 Winners for a job well done. We at the West Asheville Business Association are very proud of these fine students and wish to continue support and encouragement of future leaders through our scholarship programs.

Anatomy of a Newsletter

You've probably noticed some changes in our newsletter over the last 8 months. Improved content. New layout. Graphics and photographs. We're pretty proud of it. Have you ever wondered how our newsletter is assembled?

1. Content

Contributors contact our editor with ideas, calendar dates, public service announcements, articles, prize winners, new member information, etc. The editor reviews the material for appropriateness, timeliness, readership interest, grammar and spelling. As for graphics and pictures, we could have done that without computers, but it would have involved photo negatives and some handy graphic art design skills (not to mention a few more dollars than we had). Again, the computer and digital age comes to the rescue. Our editor uses royalty-free clipart and graphics and occasionally gets out his digital camera. The beauty of digital media is that a computer loves reading it and makes it easy for the editor to manipulate to suit our needs (ie, making color photos black-and-white with the click of a mouse button).

2. Layout

This used to be the tough part, until the computer age came along. We used to peck on a typewriter, copy and paste (literally with scissors, tape and glue), and slowly piece it together. If there was a mistake noticed before press time, we had to start all over again. A royal pain. Now with computerization, our editor just needs the content and can lay it out in a flash, with little retyping.

3. Press

That's all fine and dandy, but what about getting the copy to the printer for press? Don't we still have to print a copy and deliver it or mail it? Nope.

Once again, thanks to computers and the internet, the editor merely formats the computerized version of the newsletter into a file that the printer can read and print out. Then it's merely a matter for the copying machine. The editor sends the newsletter electronically over the phone lines from his computer to the printer's computer. The first time it hits paper is the time it gets copied for all of us to read. Simple, efficient and savvy.

Now, the rest is up to us. If we can provide the content, our newsletter editor can do the rest.

Thanks to all those who contributed this month!

Our Police Protectors for West Asheville

(For more about them and their colleagues, visit their website:
<http://207.4.162.99/avlweb/police/west.htm>

Lt. Rae Ferguson joined the department in 03-84 as a patrol officer, where she was a Field Training Officer until 06-87. From 06-87 to 09-92, she served in the Training and Personnel Unit. In 09-92, she was promoted to Sergeant and returned to serve in the Patrol Division. In 07-94, she was selected as supervisor of the PACT Team, where she was involved in the development of departmental community policing initiatives, including the creation of a Nuisance Abatement Officer position. She is a Team Leader on the Hostage Negotiation Team and supervises the Bicycle Patrol program. Lt. Ferguson holds a bachelor's degree from N C State, and is pursuing a master's degree. She is married, and lives in Asheville.

Asst District Commander, Sgt. Dale Jenkins, joined the department in 04-83. He has served as a Patrol Officer, Vice and Narcotics Detective, and General Assignment Detective in Criminal Investigations where he investigated crimes from larceny to murder, until being promoted to Sergeant in 1991. As Sergeant he has served as a Patrol Sergeant, with the PACT (Police and Community Together Team), the Criminal Investigations Divisions, and returned to the Patrol Division in 1998 where he is now the Asst District Commander. Sgt. Jenkins has an Associates Degree in Criminal Justice and an Advanced Law Enforcement Certificate. Sgt. Jenkins, wife & daughter they live in north Buncombe County.

Sgt. Randy Riddle joined the department in July 1987 after serving 11 years at the Buncombe County Sheriff's Department, where he served as a Patrol Officer and Patrol Supervisor. Since joining the APD he has served as a Patrol Officer, Field Training Officer, Hostage Negotiator and Detective. He was promoted to Sergeant in 1995 and is now a Field Training Sergeant and Hostage Negotiator. Sgt. Riddle holds an Advanced Law Enforcement Certificate. He is married with 2 children.

Sgt. Curtis Jones joined the Asheville Police Department in 02-94 after being hired as a Senior Police Officer transfer from the Mars Hill Police Department where he served as a Patrol Officer/DARE Officer from 1988 - 1994. Since 1994, he has worked in both the Patrol Division as a Patrol Officer and Field Training Officer as well as the Criminal Investigations Division as a Detective. He was promoted to Sergeant in 03-99. Sgt. Jones holds an Associates Degree in Criminal Justice and an Advanced Law Enforcement Certificate with over 3,000 hours of training. He is a certified law enforcement instructor and has attended the Administrative Officer's Management Program at N C State University. He is single and lives in the West District.

(Copies of the WABA Newsletter are available free at the West Asheville Police Resource Center)

704/253-4311

WABA

- (2) First President - E. B. Roberts
 " V. Pres - John L. Lawrence
 " Sec - Treas - Albert Fortune

(1) First meeting Nov. 9th, 1950
 Temporary Chairmen: John L. Lawrence
 Albert Fortune
 (Met weekly at first)

Known as West Asheville
 Businessmen's Association at
 first, but was changed soon to
 West Asheville Business Association.
 First meeting since organizing held at
 West Asheville Methodist Church -
 January 2, 1951 - (61 members at this time)

E. B. Roberts elected first Pres. at 3rd
 meeting of Association in December 1950
 First Council Chairman appointed 2/3/51

EXPERT
SERVICE

"Red"
 Hickey
 CERTIFIED
 TECHNICIAN

SATISFIED
CUSTOMERS

704/253-4311

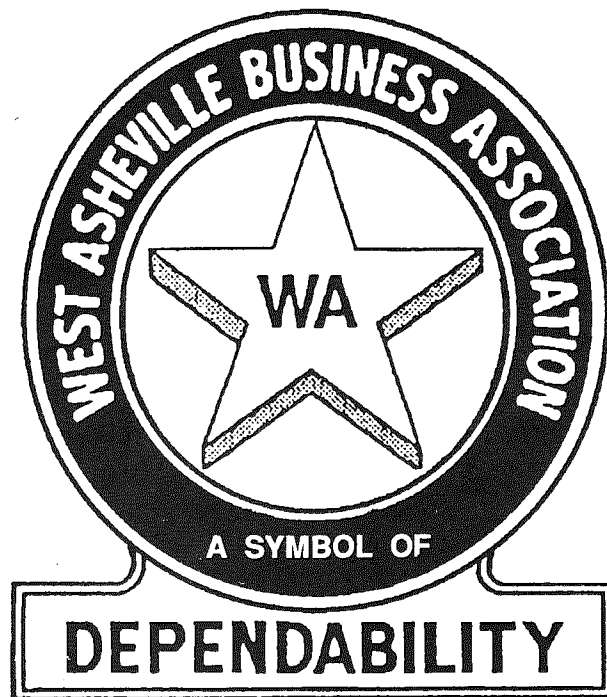
John Lawrence was 2nd
 President of WABA Dec. 4, 1951

Albert Fortune was 3rd
 President Dec. 2, 1952.

**WEST ASHEVILLE
BUSINESS ASSOCIATION**

CONSTITUTION AND BY-LAWS

Revised March 1992



Joining Forces Together for Success

**WEST ASHEVILLE BUSINESS ASSOCIATION
CONSTITUTION AND BY-LAWS**

Revised March, 1992

ARTICLE I

NAME AND TERRITORIAL LIMITS

Section 1. This organization shall be known as the West Asheville Business Association.

Section 2. The territorial limits for membership in this Association shall be that portion of the City of Asheville west of the French Broad River, known as West Asheville. The Board of Directors shall decide whether or not to accept anyone who applies for membership outside the area described above.

ARTICLE II

OBJECTIVES OF THE ASSOCIATION

Section 1. The objectives of this Association are:

- a. To provide a voice for the business interests of West Asheville as they relate to issues taken up by the Asheville City Council, Buncombe County Commissioners, Metropolitan Sewage District, Planning and Zoning Commission, and other public organizations as appropriate.
- b. To help West Asheville business associates stay abreast of all public issues which may affect them, whether individually, or in terms of our entire business community.
- c. To promote the business interests of West Asheville by encouraging the exchange of ideas, interaction, and support of members on a regular basis.
- d. To promote and contribute to valid community organizations for area beautification, recreation and business development, with the idea that positive involvement can only be a plus for a healthy business environment.

ARTICLE III MEMBERSHIP

Section 1. The membership of the Association shall consist of persons of good character who own or operate businesses within the territorial limits of the Association, and those outside territorial limits as approved by the Board of Directors. This shall also include professional men and women and other persons who work for such businesses.

ARTICLE IV ADMISSION TO MEMBERSHIP

Section 1. Application for membership shall be made to the Secretary of the Association by the Membership Committee. The Secretary shall present the application for membership to the Board of Directors who shall vote upon all applications for membership. A two-thirds vote of the Directors present shall be necessary for election to membership. The Secretary shall notify each new member of his election to membership.

Section 2. The Chairman of the Membership Committee will officially greet and welcome new members at meetings following their admission to membership in the Association.

Section 3. The charter membership roll of the Association shall include all members accepted prior to the first January meeting of the Association held in 1951.

ARTICLE V DISCIPLINE

Section 1. Any member failing to pay the regular dues of the Association may be suspended after having been notified by the Treasurer that they are thirty days in arrears in the payment of such dues, unless those dues are paid within ten days after being notified. The Board of Directors may rule on the member being reinstated.

Section 2. Any member convicted of criminal or unethical business conduct may be expelled from membership by vote of a quorum (a quorum being one-half of all board members), and the Secretary shall notify such member of its action.

ARTICLE VI OFFICERS

Section 1. The Officers of the Association shall be a President, a Vice-President, a Secretary, and a Treasurer.

Section 2. The duties of the Officers shall be as follows:

- a. The President shall preside over all meetings of the Association and of the Board of Directors.
- b. The Vice-President in the absence of the President shall preside over all meetings of the Association and of the Board of Directors.
- c. The Treasurer shall collect all dues and deposit same in bank as Treasurer of the West Asheville Business Association. The Board of Directors has full authority for all monies paid out by the Treasurer. Association accounts shall be open to the inspection of the Board of Directors. It will be the Treasurer's duty to notify, in writing, all members when the dues are to be paid, and also to notify members who are to be suspended on account of default of payment of dues.
- d. The Secretary shall record the minutes of the meetings of the Association and the Board of Directors, and keep a record of the membership present at each meeting. It will also be the Secretary's duty to notify all members of the next Association meeting, and handle any other official communications of the Association. He/she shall notify the Officers and the Directors of each meeting of the Board of Directors.

Section 3. No officer of the Association shall receive any financial remuneration for their services to the organization. The Officers of the Association shall be nominated by the Board of Directors and submitted for approval or rejection at the next meeting following the annual meeting of the Association, provided any member is granted the privilege of nominating any candidate from the floor. Any and all officers shall be elected by majority vote.

Section 4. In case of a vacancy in any one of the offices mentioned herein, the same shall be filled by the Board of Directors, subject to the approval of the members of the Association, provided notice is given to the membership of the Association of the person selected by the Board of Directors to fill such vacancy, and furthermore provided the right is reserved to any member to nominate a member in good standing to fill such vacancy. The manner of election in this case shall be determined by the Association.

Section 5. All Officers, Directors and Committees shall serve until their successors have been elected and qualified.

ARTICLE VII BOARD OF DIRECTORS

Section 1. The Board of Directors shall consist of the Officers of the Association, ten elected Directors, and the President from the previous year, plus any lifetime member who wishes to attend Board meetings.

Section 2. The Board of Directors shall determine the policies and activities of the Association, elect and discipline members, approve all bills, counsel with committees, and have general management of the Association.

Section 3. The Board of Directors shall meet at the call of the President.

Section 4. Any member of the Board of Directors who shall be absent from meetings of the Board for three consecutive meetings, having been notified of the meetings by the Secretary, may be automatically suspended from said Board and the seat be declared vacant, unless a reasonable and good excuse for at least two of said absences is made and accepted by the Board of Directors. In case of vacancy in the Board of Directors, the remaining members of the Board shall nominate a member of the Association to fill such vacancy or vacancies, and present such nomination at a regular meeting of the Association for its approval or rejection. However, authority is hereby given to any member to present other nominations to the Association to fill such vacancy or vacancies in the Board of Directors.

ARTICLE VIII COMMITTEES

Section 1. There shall be the following standing committees:

- a. Membership (five members)
- b. Improvement and Promotion (five members)
- c. Constitution and By-Laws (three members)
- d. Publicity (three members)
- e. House (one member)
- f. Entertainment (six members)

Section 2. All committee members shall be appointed by the President, subject to the approval of the Board of Directors. Each committee shall be responsible to the Board of Directors and shall make such reports as it may direct.

Section 3. Special committees may be appointed by the President upon the approval of the Association or the Board of Directors, and they shall perform such duties as may be defined in their creation.

ARTICLE IX DUTIES OF COMMITTEES

Section 1. The Membership Committee shall advise ways and means of securing membership of such standards as are provided in the Constitution and By-Laws. This Committee shall consider all proposals for membership and shall submit its recommendations to the Secretary of the Association, who in turn presents said member to the Board of Directors for approval or rejection. It is the duty of the Membership Committee to introduce new members to the Association, or to have some member make the introduction.

Section 2. The Improvement and Promotion Committee shall have submitted to it all proposals for Association activities outside of the Association, and shall make recommendations to the Association, giving information on all public improvements within the territory of the Association. The Committee shall be alert to the needs of the community and shall promote any and all worthy undertakings (as considered and approved by the Board of Directors), that will develop and improve the general business environment. It is the duty of the Committee to be aware of all public agency activities affecting West Asheville, and report to the Association their activities for approval or rejection.

Section 3. The Constitution and By-Laws Committee shall have referred to it all proposed amendments to the Constitution and By-Laws of the Association, and shall submit its recommendations to the Board of Directors for approval prior to the proposed amendment's being presented to the Association for approval or rejection. The Committee will check the Constitution and By-Laws annually and submit such corrections as are deemed necessary.

Section 4. The Publicity Committee shall set before the public, by publishing articles in the press of the community or otherwise, the activities of the Association and the merits of our community. This Committee will consist of three members.

Section 5. It shall be the duty of the House Committee to arrange for and provide places of meeting of the Association, and to arrange for the supply of food or refreshments when so directed by the Board of Directors.

Section 6. The Entertainment Committee shall arrange one yearly social event and other events as deemed necessary.

Section 7. All committees shall update the membership on their activities at the regular monthly meeting.

ARTICLE X MEETINGS

Section 1. This Association shall meet the third Tuesday of every month at 6:30 p.m. at a place selected by the Board of Directors.

Section 2. The annual meeting of the Association shall be held at the December meeting of each year.

ARTICLE XI

NOMINATION AND ELECTION OF OFFICERS AND DIRECTORS

Section 1. The election of the Board of Directors shall be held at the annual meeting.

Section 2. At the regular October meeting preceding the annual meeting, the President shall appoint a Nominating Committee, consisting of five

members in good standing, who shall submit to the Board of Directors, within two weeks after their appointment, the names of fifteen members in good standing, who shall be voted upon by ballot for Directors, at the annual meeting in November. The five candidates receiving the largest number of votes shall be declared by the President the duly elected Board of Directors. Each member shall be entitled to one vote, and no member shall be allowed to vote by proxy.

ARTICLE XII REVENUE

Section 1. Membership dues shall be determined by the Board of Directors, and voted upon by all members of the Association.

Section 2. Membership from any business shall be limited to a maximum of three representatives.

ARTICLE XIII ACTIVITIES

Section 1. This Association shall be an open forum on all public questions. The Association shall seek only to keep its members informed on all questions of public importance, including any proposed legislation affecting the community embraced by the Association. The Association shall not let partisan politics enter the activities of the Association, but shall have the right to give expression to its attitude on public questions in a non-partisan manner. The Association seeks to inform its members on public questions, and not to encourage block or mass activities. To that end it shall be the policy of the Association to discourage the calling for a vote or expression of the attitude of the membership on public questions. Such vote or expression may be called for only after it has been approved by the Board of Directors and members of the proper committee.

Section 2. It shall be a firm policy not to allow any collections to be taken either for the educational or religious activities of the community.

ARTICLE XIV
AMENDMENTS AND QUORUM

Section 1. Any amendment to this Constitution and By-Laws may be adopted by two-thirds vote of a quorum of the general membership, provided that the amendment shall have been submitted to the Board of Directors for approval prior to the presentation for adoption.

Section 2. A quorum of the Association shall consist of 30% of the current membership roll.